



jasonshonbennett[®]
exceptional health



the**exceptional**
healthcompany[™]

*“If you eat crap, you will feel like crap,
your gut will build you out of crap,
your skin will look like crap, you won’t be able to crap,
and then you will become one big pile of crap...”*

Jason Shon Bennett.

Who am I?

Born at seven months – became very sick

Asthmatic – hay fever – fatigue – bowel problems
bad skin and caught every cold, flu, bug, virus...

On daily drugs for 20 years - I was “incurable”

I studied diet, lifestyle, fasting and centenarians

Self-cured all disease age 25 - not sick/no drugs since

I am NOT a doctor, naturopath or nutritionist

I am a health researcher, speaker & best-selling author

Whitcoulls Top 100: #1 NZ Author/#1 Health Book 2015/16

I have spoken to businesses, universities, doctors, health professionals in Singapore, Canada, UK, Australia & more

I started **The Exceptional Health Company** from sheer demand – we now work closely with people in 13 countries around the world



What is my Expertise?

The study of traditional centenarians all over the world

How to live a long healthy life without drugs or disease

Research-based: Universities, Scientists, Professors, Cardiologists, Geneticists

Research & References:

Global Burden of Disease Study 2015

The 351-page World Cancer Report

Multiple Risk Factor Intervention Trial

European Prospective Investigation
into Cancer and Nutrition (EPIC)

World Cancer Research Fund

National Academy of Sciences:
Diet, Nutrition & Cancer

Harvard Nurses' Health Study I & II

National Institutes of Health-AARP
Diet and Health Study

Malmo Diet and Cancer Study

Framingham Heart Study

Published:

Medline/EMBASE

The Cochrane Library

BMC Genomics

Circulation (US Heart Association)

British Medical Journal

PLOS ONE (Public Library of Science)

CardioSmart (College of Cardiology)

Lancet Oncology

New England Journal of Medicine

Carcinogenesis & Cancer

Life Sciences

American Journal of Epidemiology

Journal of Chronic Disease,
Nutrition and Cancer

The Sad 'Reality Check' 2016

Out of **57 million deaths**, **38 million** are NCDs

There are over **25,000 NCD deaths aged under 60** everyday

1970; hypertension was **14th** lead cause of death (now **#1**)

1-in-11 Adults worldwide now have type II diabetes (1 per 3 secs)

In 2015, **over 5 million people died from diabetes** (1 per 6 secs)

We now have a new NZ cancer case **every 30 minutes**

Cancer now **#1 cause of death** in Australia/UK (**7,500** daily in China)

Lifestyle cancers will grow **70%** over the next 20 yrs

Over **10%** of all adult US deaths age 20-64 is from excess alcohol

Alcohol-related deaths will overtake cigarette deaths within a decade

Our children are sick

Teenagers with heart disease are widespread

Ischemic stroke hospitalization rates up **+37%**

NAFLD among 12yr olds has **TRIPLED** in 20 years

NAFLD now affects **10%** of U.S. children

A fatty liver raises your risk of diabetes by **400%**

95% of organ cancer patients die of liver failure

Cancer with a fatty, pickled, weak liver
means your odds of survival drop to zero

Only 1-in-3 of us will reach the age of 65 'healthy'

A 2015 Princeton University study found “drug overdoses,
suicide, alcohol poisoning and liver disease” the cause

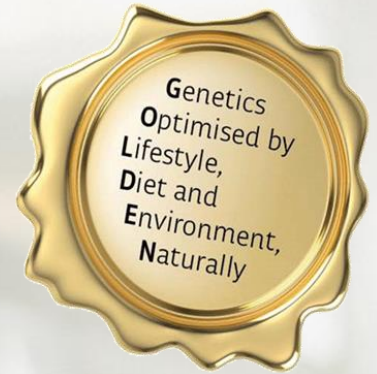
We are living slightly longer but much sicker lives


Not your fault – just the current environment we live in

You are NOT your Genetics

The US Department of Agriculture spent \$30 million analyzing the diet/disease relationship in 1971 [*An Evaluation of Research in the United States on Human Nutrition; Report No. 2, Benefits from Nutrition Research*] and they found:

- 1. Almost all health problems are diet-related**
- 2. The health benefits of a healthier diet would be shared by all peoples**
- 3. The potential of a healthier diet is long-term disease-prevention**
- 4. A healthy diet while young could prevent illness when older**
- 5. Where you live has an effect on your diet and therefore, your health**





“As developing countries succeed in achieving lifestyles similar to New Zealand, they will encounter much higher breast and colon cancer rates. **There is no region in the world that has a high incidence of breast cancer without a concurrent colon cancer burden**”

- 351-page World Cancer Report, the most comprehensive global examination ever done on cancer, as issued by the International Agency for Research on Cancer (IARC, WHO).

“The huge breast and bowel cancer growth is mostly due to Western lifestyles, it’s a misconception that nothing can be done”

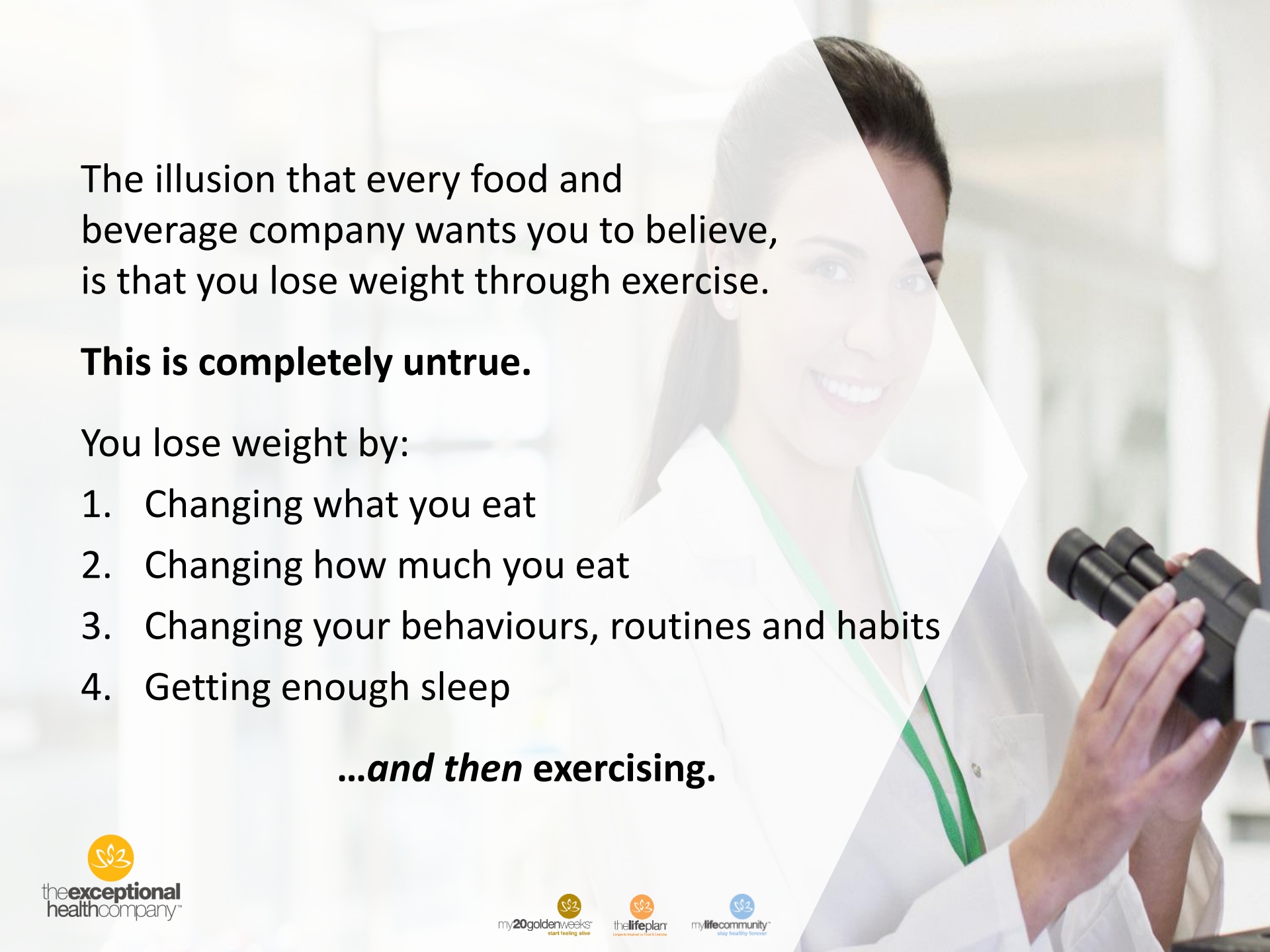
Scientists in the Lancet Oncology.

Global Burden of Disease Study 2015

A systematic analysis of the international research led by The Institute for Health Metrics and Evaluation [IHME] in 188 countries from 1990-2015 [AICR/WCRF/The Lancet].

“Preventable risk factors of diet, lifestyle, smoking and alcohol are now tied to 31 million deaths worldwide”

“The greatest cumulative impact on health comes from a combination of 14 dietary risk factors; including diets low in fruit, wholegrains and vegetables, and diets high in red meat and sugar-sweetened beverages”



The illusion that every food and beverage company wants you to believe, is that you lose weight through exercise.

This is completely untrue.

You lose weight by:

1. Changing what you eat
2. Changing how much you eat
3. Changing your behaviours, routines and habits
4. Getting enough sleep

...and then exercising.

What does a typical English family eat in a week now?

from the book 'Hungry Planet: What the World Eats' by Peter Menzel and Faith D'Aluision USA



What does a typical American family eat in a week now?



What does a typical Australasian family eat in a week now?



Bhutan (rated the 'happiest country in Asia')

