

**El gusto  
se discute,  
se aprende y  
se enseña**

**fabio  
da  
silva  
gomes**

División de Alimentación y Nutrición  
Coordinación de Prevención y Vigilancia  
Instituto Nacional de Cáncer  
Ministerio de Salud - BRASIL

¿Qué te gusta comer/tomar?

¿Qué no te gusta?

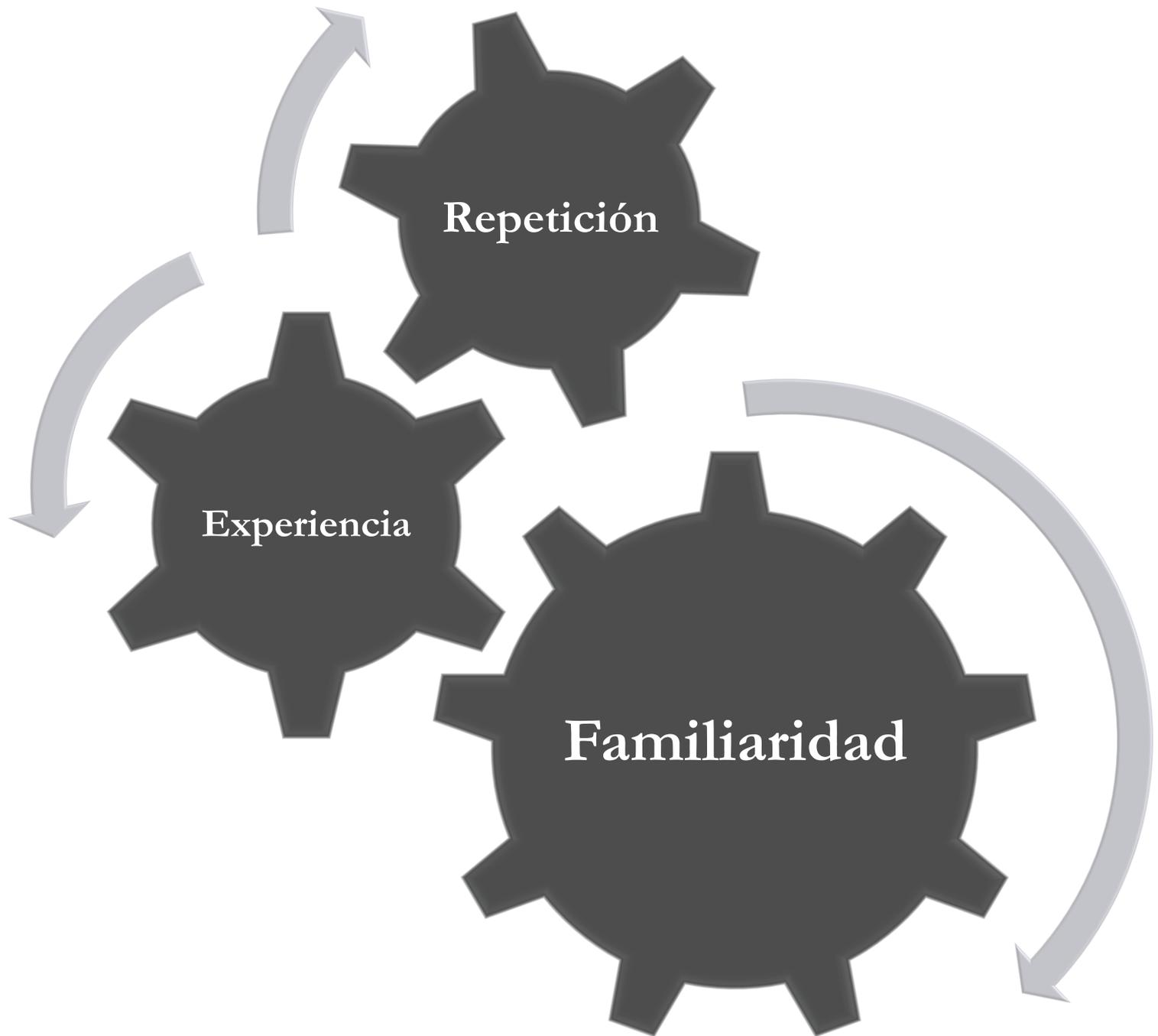
¿Qué un día te gustó?

¿Qué no te gustaba y ahora te gusta?

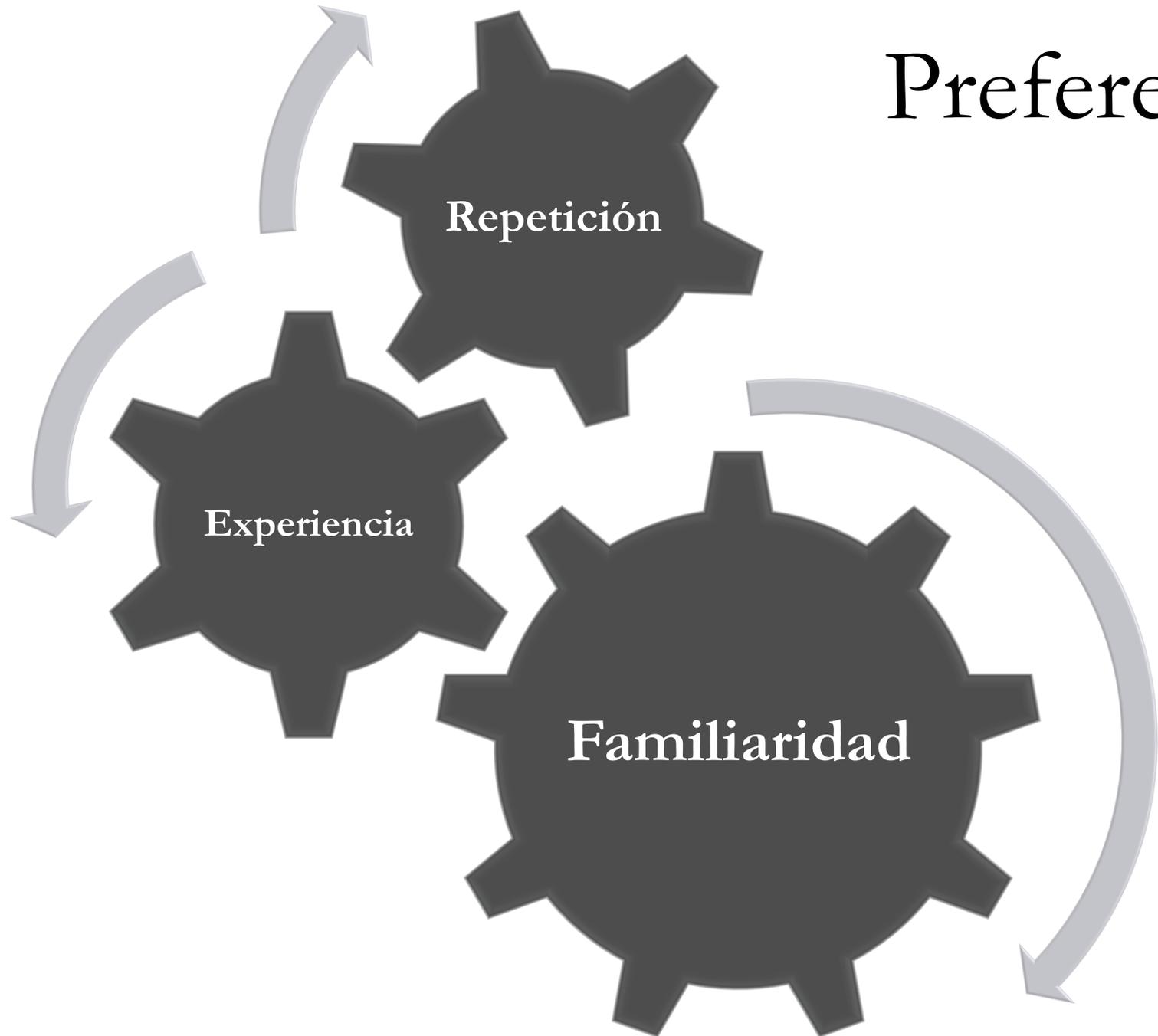
Herman Miller – 1992

# Herman Miller – 1992





# Preferencia











Repetición



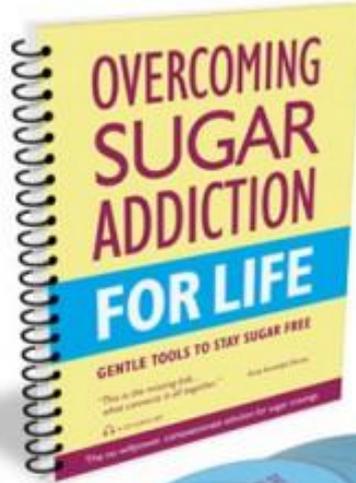
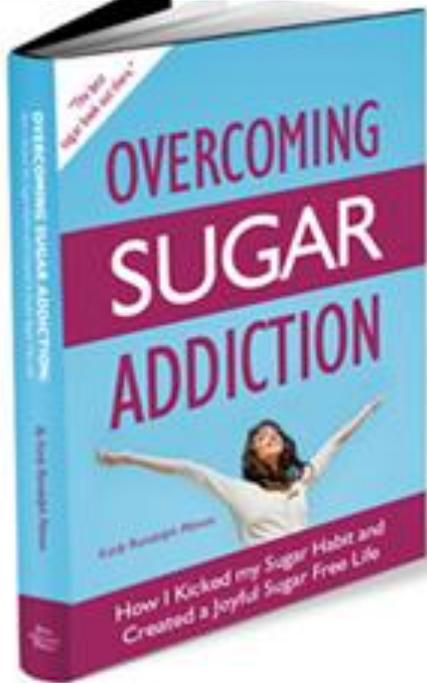
# BREAK OUT OF THE SUGAR PRISON



**YOU Can Overcome Sugar Addiction**  
With The Powerful Basic States Mindfulness System  
And A Cutting Edge Nutritional Program

Shelly Young, M.A., LPC, CAC III  
Paul Harris, B.S., C.N., C.I.

FOREWORD BY SIMZEN YOUNG, AUTHOR OF 'BREAK THROUGH PAIN'



BEAT SUGAR ADDICTION NOW!

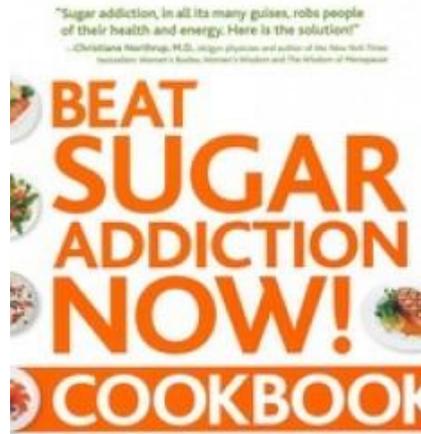
# BEAT SUGAR ADDICTION NOW!

"Sugar addiction in all its many guises robs people of their health and energy. Here is the solution!"  
—Christina Northing, M.D., ob/gyn physician and author of the New York Times bestseller Women's Bodies, Women's Wisdom and The Wisdom of Menopause

The Cutting-Edge Program That Cures Your Type of Sugar Addiction and Puts You Back on the Road to Weight Control and Good Health

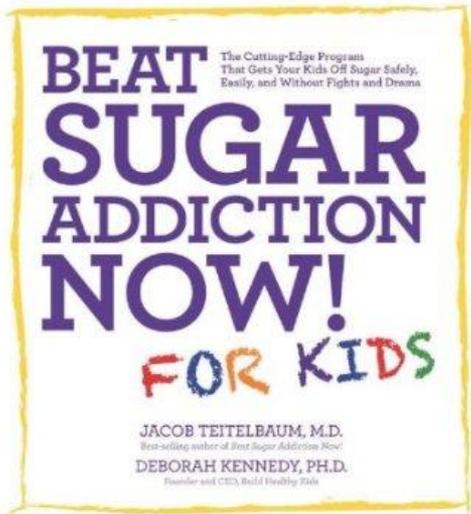
DR. JACOB TEITELBAUM  
WITH CHRYSLE FIEDLER

REPRO PLEASE CLONE SUGAR TO FILL FRAME



RECIPES THAT CURE YOUR TYPE OF SUGAR ADDICTION AND HELP YOU LOSE WEIGHT AND FEEL GREAT!

Jacob Teitelbaum, M.D., and Chryslie Fiedler  
Authors of *Beat Sugar Addiction Now!*  
Recipes by Deirdre Rawlings, Ph.D., N.D.



JACOB TEITELBAUM, M.D.  
Best-selling author of *Beat Sugar Addiction Now!*  
DEBORAH KENNEDY, PH.D.  
Founder and CEO, Build Healthy Kids

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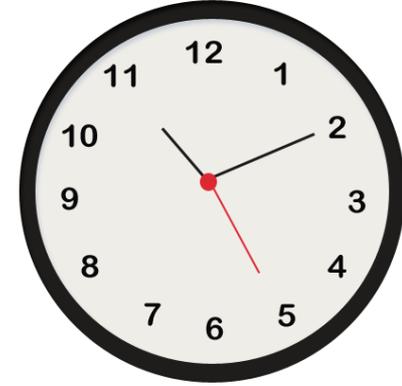












*La lactancia materna confiere ventaja en la aceptación de frutas y hortalizas*



# Las prácticas tienen una conexión inter-generaciones

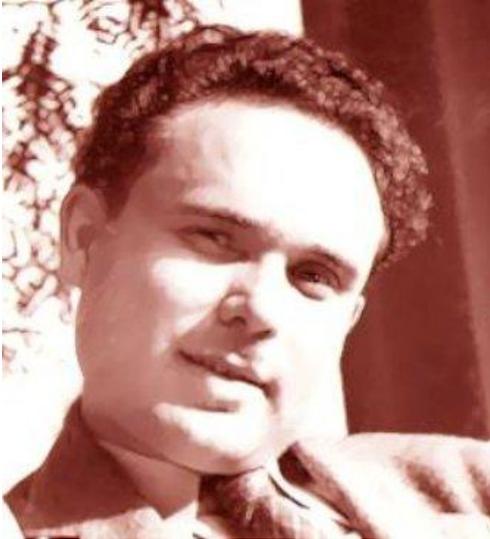
*JONES et al., 2010*  
*WOROBAY et al., 2010*  
*PEARSON et al., 2009*  
*TE VELDE et al., 2007*







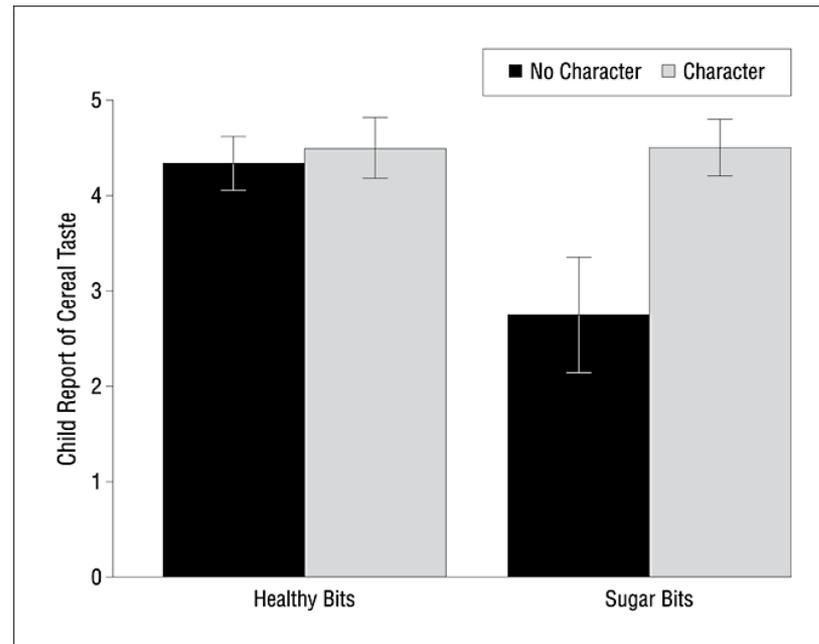
# Louis Cheskin



# Influence of Licensed Spokescharacters and Health Cues on Children's Ratings of Cereal Taste

Matthew A. Lapierre, MA; Sarah E. Vaala, MA; Deborah L. Linebarger, PhD

Niños y niñas (n=80, 5-6 años). Pontuación de 1 a 5 para el cereal azucarado.



Personagens influenciaram la sensación

*‘La comida y el amor tienen mucho en común, incluyendo la satisfacción de un deseo, la producción de placer y la sobrevivencia de la especie.’*

Pelegriño Artusi















# Brasil



# Turquia



# Peru



# Tailandia





