

Why should everyone read this book?

Novelty

This book provides compelling evidence that antioxidants, foods, supplements, cosmetics, and natural compounds can be harmful to the human body. It arms a layperson with the critical knowledge that will allow him/her to make educated choices and protect themselves, and beloved ones, from potentially hazardous substances. When dealing with consumables, it adopts the novel concept of "presumption of guilt," as opposed to "presumption of innocence," borrowed from the criminal justice system: *"A chemical compound, of any origin, is considered to be harmful to the human body ("guilty"), until proven harmless ("innocent") by qualified, independent parties."*

In laymen terms, the author explains why – despite public beliefs – **green tea, red wine, coffee, sunscreen lotions, hair colors, antioxidants, supplements, and parabens in women's cosmetics** can cause irreparable damage to vital body systems. The book criticizes the public's obsession with everything "natural" and convincingly demonstrates that "natural" is not synonymous with "safe" or "beneficial."

The book also features two pioneering, groundbreaking concepts that, if adopted by us, as a society, will allow for the transition to truly science-based food consumption.

The first concept called *"NonPhenolic & NonBenzenoid (NP&NB) Food"* suggests that all foods and beverages consumed by human beings should be free from phenolic and benzenoid compounds. Given the fact that the consumer basket has been laden with these classes of compounds over the centuries, the suggested shift will have the long-term societal consequences (health expenses, life expectancy, economics).

The second concept called “*Structural and Metabolomic Characterization (SMC)*” Requirement implies that every chemical compound entering the human body should be structurally known, along with its metabolism, toxicity, and long-term impact. These changes will require a gradual shift in the mentality of society as to what we eat, how much we know about compounds entering our precious bodies, and how we could gradually switch to the proposed *science-based food consumption* paradigm.

Significance to the field of study

Impact upon antioxidant field. During the last 50 years, antioxidant science was based on the universally accepted concept that testing compounds in the test tube, combined with some epidemiological studies, constitutes enough scientific grounds for advising the general public to consume the particular compound, or natural extract containing it, as an antioxidant. The *Guilty* challenges the existing consensus and demonstrates why this approach is fundamentally flawed and dangerous to the public health. As one of my colleagues has recently stated, “Your book puts the whole antioxidant science upside down.”

Impact upon chemistry, biology, and pharmacology of polyphenolics. The book will also change the scientific and public perception about the class of natural compounds called *polyphenols*. These compounds are generally considered to be safe and beneficial to the human body. The *Guilty* provides evidence why the society should be concerned about the safety of these compounds. *For the first time, the beneficial nature of the most common polyphenols from green tea, coffee, and red wine is scientifically challenged.* It is anticipated that this book will generate a “heated” discussion among professionals, and hopefully, will change the longstanding status quo in the field of chemistry, biology, and pharmacology of polyphenolics.

Impact upon food chemistry. The book puts forth two pioneering concepts that, if adopted by us as a society, will forever change the way food is chosen, prepared, stored, and consumed.

Societal ramifications

This is the only book on the market that presents a balanced view on the very complex subject and tells the truth about antioxidants, polyphenols, supplements, natural compounds, and cosmetics - in laymen terms. As of March 15, 2011 the Amazon database contained 3,395 books on antioxidants and none of them could rival the *Guilty* by its novelty, depth of coverage, and balanced approach. Having read the *Guilty*, the general public will become more educated and less susceptible to misleading advertisements. It will allow people to make informed choices and will also help them to stay healthy. The beneficiaries will be the general public itself since people could live longer and healthier lives, and also the society, as a whole, by substantially decreasing ever staggering health costs. The latter have soared in recent years becoming a heavy economic burden on the whole society.