



Healthy eating
How to choose
a dietitian



New research
The future of
celiac disease

**MEDIA
PLANET**

October 2010

CELIAC DISEASE

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YOUR GUIDE TO THE GLUTEN-FREE LIFESTYLE

“The View” Co-Host Elisabeth Hasselbeck
brings gluten-free living into the spotlight

3
TIPS



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CHALLENGES

It's the most common disease you've probably never heard of. Learn how to identify the symptoms, and why **living gluten-free is easier than ever before.**

TIP

1

IDENTIFY THE
PROBLEM

Understanding celiac disease

Celiac disease, the most common genetic autoimmune disorder in the United States, affects about three million Americans. That's more than Crohn's Disease, Ulcerative Colitis, and Cystic Fibrosis combined. Despite its prevalence, few have even heard of the disease. Of those who actually have it, even fewer are diagnosed.

Celiac disease: An exploding population

Celiac disease and its countless symptoms are much more common than once believed. In fact, cases have increased four fold since the 1950's. Triggered by the protein gluten, celiac presents itself in about one in 133 healthy Americans of all ages, races and genders, although individuals with Autoimmune Thyroid Disease, Type 1 Diabetes and Turner Syndrome are more likely to

develop the condition.

While some patients can develop symptoms early in life, others may not notice them until much later. Some individuals may not even experience symptoms at all. This is known as asymptomatic celiac disease—and up to 38 percent of patients are asymptomatic.

It's critically important that both healthcare professionals and the public be able to identify the signs and symptoms of celiac, so the undiagnosed living among us decrease their risk of developing serious health complications such as neurological conditions and cancer. DoIHaveCeliac.org, sponsored by the National Foundation for Celiac Awareness, has a printable symptom's checklist available to help patients and doctors alike better understand and recognize the disease.

The gluten-free diet: Prescription vs. popularity

The gluten-free diet has recently



Alice Bast
President and Founder, The National
Foundation for Celiac Awareness

BEST TIP

A gluten-free diet

When embarking on a gluten-free diet, positivity and a sense of adventure are essential. Focus on what you CAN eat—fresh produce, lean meats, and delectable dishes found in ethnic cuisines. While challenging at times, expanding your palate can make restoring your health and reclaiming your life a delicious, nutritious, life-changing gluten-free experience!

been gaining a lot of converts due to its misleading reputation for being some sort of fad diet health craze but in reality, eliminating wheat, rye and barley is a medical necessity for people with celiac disease and gluten sensitivity. Though the recent attention and popularity has helped increase demand in the market, this fad diet misnomer underestimates the discipline it takes to shop carefully, read every label, talk to chefs when dining out and exercise extreme care in a home kitchen.

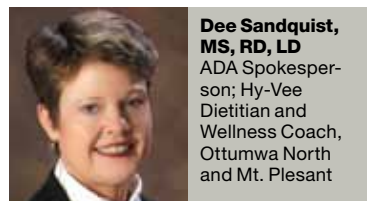
Fortunately, while vigilance and dedication is necessary, managing a gluten-free lifestyle has become easier than ever before. The taste and quality of gluten-free products continues to improve and although there is still a need for greater cross contamination education, mainstream restaurants and entertainment venues are now making life for celiacs more enjoyable outside the home. Now, going gluten-free no longer means going without!

The ABC's of gluten-free

It is easier than ever to follow a gluten-free diet today with most supermarket shelves stocked with gluten-free products and even the local pizzeria cooking up gluten-free pizzas.

However, there are still tips to keep in mind, according to Dee Sandquist, spokeswoman for the American Dietetic Association.

"People who follow a gluten-free diet may be at risk for not getting



Dee Sandquist, MS, RD, LD
ADA Spokesperson; Hy-Vee
Dietitian and Wellness Coach,
Ottumwa North and Mt. Pleasant

enough B vitamins, calcium, fiber, vitamin D and iron in their diet depending on the nutrient rich choices they make," said Sandquist.

In particular, those with gluten sensitivities must realize gluten-free flours are not enriched in the

same manner as wheat flours. People following a gluten-free diet are at risk for nutritional deficiencies if they chose a diet of pre-made food and mixes containing white rice flour and starches for baking. Sandquist said gluten-free grains and flours that are actually sources of nutrients are available, such as quinoa as well as bean flours such as black bean, fava bean, white bean, brown rice flour, amaranth, millet, sorghum, teff, buckwheat, soy flour, corn flour and almond flour. "Adding

flax seed or chia seed to homemade products is a great way to add fiber and nutritional value," she noted.

The good news is eating gluten-free can be very healthy providing those following it increase the consumption of fruits and vegetables, gluten-free whole grains, nuts and seeds.

Sandquist advises people to avoid common mistakes when going gluten-free. Little details are crucial such as making sure lipsticks and medications don't contain gluten. When eating out, call ahead to

make sure the chef is familiar with gluten-free foods. Consider looking for containments in your own home. "When was the last time you washed your toaster? Definitely use a separate toaster," she advised. "Cross contamination is the biggest challenge."

Her final suggestion: "Always carry a snack with you in case you are stuck in traffic or not able to find gluten-free food."

FAYE BROOKMAN

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WE RECOMMEND



Athletes for Awareness
Eating and competing gluten-free.

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MEDIA PLANET

CELIAC DISEASE
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INSIGHT

Hope on the horizon for gluten-sensitivity sufferers

Ongoing research at The University of Chicago Celiac Disease Center could cure celiac disease and unlock the mystery of gluten sensitivity.

That's crucial on both parts because as statistics show, celiac disease impacts an estimated one percent to two percent of the population, but the number of people who are gluten-sensitive could be even higher. That's according to Stefano Guandalini, M.D. and professor of Pediatrics, Chief of the section of Gastroenterology, University of Chicago Comer Children's Hospital as well as Founder and Medical Director of The Celiac Disease Center.

For those wondering if they suffer from either, Guandalini advises seeking medical attention before self-diagnoses, especially because eating gluten-free prior



Stefano Guandalini, M.D.
Medical Director, The University of Chicago Celiac Disease Center

"To ensure proper treatment it is critical to know what you are dealing with."

to confirming or ruling out celiac disease only compounds the problem. "To ensure proper treatment it is critical to know what you are

dealing with—a life-long, genetic autoimmune disease, gluten sensitivity or something totally unrelated," advised Guandalini who is spearheading breakthrough research in regard to both gluten-sensitivity and celiac disease.

"Our research team has developed the first mouse model of celiac disease; this will likely be key to a cure. In the meantime, we are confident that we are very close to a diagnostic tool to definitively test for gluten sensitivity," said Guandalini. Other lines of ongoing research include how probiotics can play a positive role in improving the response to gluten-free diets and the development of markers to diagnose celiac disease even in patients who are already gluten-free.

FAYE BROOKMAN

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↓ PROBIOTICS HELP WITH NUTRIENT ABSORPTION

Celiac disease is an abnormal digestive condition triggered by the protein gluten. Even the smallest particles of gluten can lead to an immune response so severe that the small intestine is harmed, blocking nutrient absorption by the body. This means that no matter how many nutrients enter the body, too few are utilized leading to malnourishment.

If diagnosed with celiac disease, one of the first steps to recovery and returning the body to favorable health is the absorption of as many nutrients as possible while allowing the small intestine to repair itself. Regular use of a probiotic supplement can aid in both prompt and ongoing nutrient absorption.

Probiotics are live microorganisms which, when consumed in adequate amounts, provide a health benefit to the host. These beneficial bacteria help absorb nutrients before they are expelled from the body and, for this reason, can be especially helpful to those working to manage celiac disease.

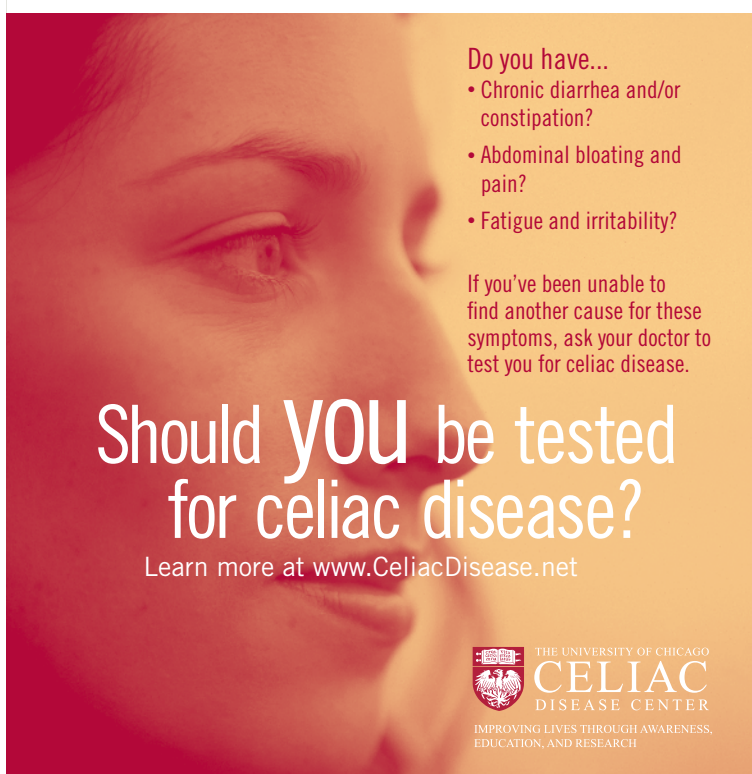


E. Frank Hodal, Jr.
Founder and CEO,
Little Calumet
Holdings, LLC

The intestinal tract plays host to both good and bad bacteria, and it is important for everyone to have the best intestinal balance possible.

When choosing a probiotic, it is important to do some consumer research. Probiotic supplements should provide at least five billion bacteria colony forming units (CFUs) per day and contain strains that have been clinically tested and thoroughly researched—strains such as Chr. Hansen's LA5 L. acidophilus and BB12 Bifidobacterium. Most important, make sure the supplement contains no gluten.

While the old adage "you are what you eat" holds true when making smart food choices, a better saying, especially for anyone with celiac disease, might well be "you are what you absorb."




Do you have...

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INSPIRATION

Question: What is celiac disease?**Answer:** An autoimmune digestive disorder, triggered by the consumption of the protein gluten found in certain grains.

TIP

2

TALK TO YOUR
DOCTOR

Journey to G-free

LEADER-TO-LEADER

It took Elisabeth Hasselbeck nearly a decade to realize she was intolerant to gluten, a protein found in rye, wheat and barley. Most disturbing, she discovered this, not a doctor.

Searching for an answer

For years, Hasselbeck searched for answers to her symptoms: constant hunger, bloating, sharp stomach pains, indigestion, frequent bathroom runs and above all, extreme fatigue. Nearly starving in the Australian Outback as a contestant on *Survivor*, for the first time, Hasselbeck actually felt healthy.

Returning home, she stumbled across an article about autism and gluten. She discerned gluten was behind her troubled digestive system. In 2002, she diagnosed herself with celiac disease. After an exhausting decade of waiting for an explanation, Dr. Peter Green, director of the Celiac Disease Center, was the first to medically diagnose her. "I nearly tackled Dr. Green!" said Hasselbeck, "I was just so relieved to finally have an answer."

Talk to your doctor

Before Dr. Green, Hasselbeck was prescribed anti-depressants, because the side-effects would



numb the stomach lining. This proves how little education some doctors have of the disease and how important it is to be proactive. "Get tested," advises Hasselbeck, "it's your body, protect it!"

An endoscopy provides the most conclusive test. Both pain and stress-free, it administers an accurate biopsy by looking directly inside the intestine. So why is it a challenge for doctors to diagnose? Pharmaceutical companies finance the majority of medical research and since therapy for celiac disease is dietary, it has received little attention from the pharmaceutical industry, con-

cludes Dr. Green. "The moment there is a pill or something to be sold, I bet miraculously the research and funding will shoot up," said Hasselbeck.

Living G-free

Being an advocate for gluten-free diet, Hasselbeck published her first book, "The G-Free Diet," which thoroughly discusses celiac disease. Her next goal: to obtain legislation to expand funding for autoimmune and celiac disease.

ELIZABETH CZUPTA

editorial@mediaplanet.com

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INSPIRATION

Athletes for awareness

Eating and competing gluten-free

As an increasing number of outstanding athletes will tell you, the advantages of a gluten-free diet extend far beyond the small intestine. For high profile standouts such as LPGA tour star Sarah Jane Smith, US track and field Olympian Amy Yoder Begley, and Drew Brees, quarterback of the Super Bowl XLIV Champion New Orleans Saints, adopting a gluten-free diet to benefit their health has also helped improve their fitness and performance.

Unaffected athletes are also gaining a competitive edge with a gluten-free diet. In an interview with Men's Journal, the Garmin-Transitions men's pro cycling team adopted the regimen in preparation for the Tour de France and saw a decrease in the amount of recovery time the athletes needed during the two

thousand two hundred mile race.

"Reducing the irritation to the gut is beneficial for athletes already causing microtrauma to the body through training," says Erin Elberson, PT and fitness expert of GlutenFreeFitness.com.

Elberson advises gluten-free athletes of all ages, levels and types to make food choices based on safety, quality, as well as ingredient and nutritional profile.

"Moving to naturally gluten-free food can increase micro-nutrient and vitamin content of the diet by incorporating more whole foods."

Take me out to a ballgame

Gluten-free fans alike are able to root for their favorite teams and manage their special needs diets, as an increasing number of stadiums and entertainment venues carry gluten-free options for celiac spectators. In May, ARAMARK, the food and

beverage partner for 14 Major League Baseball (MLB) teams, issued a press release to celebrate Celiac Awareness Month and highlighted the expanding gluten-free offerings in their MLB facilities.

Arenas that advertise gluten-free menus often feature hot dogs on gluten-free buns, as well as beer and assorted snacks such as popcorn and potato chips. NFCA has partnered with major league sports venues to host Celiac Awareness Nights dedicated to celebrating and supporting the gluten-free community. Offering expanded options including gluten-free pizza, pasta and cookies, this marketing boost signals a new trend in stadium food offerings.

WHITNEY EHRET

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PROFILES



Peter Bronski

■ **Position:** Xterra Off-Road Tri-Athlete
■ **Other:** Bronski recently competed in the Virgil Crest Ultra endurance event, covering 50.1 miles on foot and scaling 10,000 vertical feet. Dedicating his race to charity, he raised nearly \$4,000 for the National Foundation for Celiac Awareness.



Craig Pinto

■ **Position:** Kicker for the New Jersey Revolution
■ **Other:** The American Indoor Football Association standout will attempt to break the Guinness World Record for consecutive field goals at an October benefit to raise funds for the Celiac Disease Center at Columbia University.



DON'T MISS

Food is an important part of life. Eliminating familiar foods, even for better health, takes time to assimilate.

Finding others in the market filling their carts with gluten-free products is a conversation starter. The commonality of gluten-free food whether for medical reasons or by choice unites people. "I am not different. I am not alone."

It may seem daunting to think of eating gluten-free, everyday. The volume of information and misinformation can be overwhelming. A helpful voice is as close as the phone for those going gluten-free. The respected Celiac Sprue Association (CSA) staffs a national office along with volunteer local support units provide help about what is known, assumed and not yet known about living gluten-free. This nationwide network for adults and children deals with the commonality of living gluten-free. Strangers become friends. Families gather to share knowledge, experiences and provide mutual support. Personal wellness strategies evolve. Chapters partner with community professionals to offer relevant meeting topics about this autoimmune disease and the medically required diet. For more information visit the Celiac Sprue Association website www.csaceliacs.org and call 1-877-272-4272.

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6 tablespoons unsalted butter, cut into chunks
1/2 teaspoon salt
3/4 cup sugar
1 teaspoons vanilla extract
2 eggs
1 cup walnut or pecan pieces, optional



Preheat the oven to 325 degrees with a rack in the lower third of the oven. Line an 8x8-inch metal baking pan across the bottom and up two opposite sides with parchment paper.

If using whole almonds, add them to a food process with the rice flour and pulse until the nuts are finely ground. If using almond flour, mix it with the rice flour. Set aside.

Place the chocolate, butter and salt in the top of a large double boiler over barely simmering water. Stir frequently until the chocolate is melted and the mixture is smooth. Remove the bowl and let cool for 5 minutes. Stir in the sugar and vanilla. Stir in the eggs one at a time. Add the almond and rice flour mixture and stir until moistened, and then mix briskly about 40 strokes. Stir in the walnuts or pecans if using.

Scrape the batter into the prepared pan and spread it evenly. Bake 20 to 25 minutes or until the brownies are slightly puffed all over and a toothpick inserted into the center comes out moist but clean. Cool the pan on a rack. Run a knife along the unlined sides of the pan to detach the brownies. Lift the edges of the parchment paper to remove the brownies. Cut into 16 2-inch squares.

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MARY SCHLUCKEBIER
editorial@mediaplanet.com

INSIGHT

Why gluten-free isn't enough

For the many individuals, following a gluten-free diet offers significant, critical health and quality of life improvements.

Yet, as 'gluten-free' became a health food trend, marketing often took these results a step further attempting to create the equation that anything labeled "gluten-free" equals "healthy." After auditing thousands of foods for my nutrition stamp of approval (www.ashleykoffapproved.com), I can confidently say that this (gluten-free = healthy) most often is not the case and that choosing a gluten-free diet isn't enough for optimal health. Why? What do I need for a gluten-free diet to make sure I get optimal nutrition? The following addresses these questions and provides some guiding principles for a "healthIER" gluten-free diet.



Ashley Koff
Registered Dietitian

Many people ultimately diagnosed with celiac disease and gluten intolerance go through years of digestive irritation prior to diagnosis. As such, it's critical their gluten-free diet includes nutrients that a) help the body heal and b) reduce further irritation.

Guidelines for a healthy gluten-free diet:

■ **Go organic.** For gluten-free diet followers, organic means an absence of chemicals, hormones, and antibiotics which can further irritate the digestive system.

TIP

3

CONSULT A
DIETITIAN

Organic can also offer higher nutrient density of key "healing" nutrients like minerals and antioxidants.

■ **Rebuild the GI tract.** Quality probiotics strains (i.e., bifantis) add bacteria to reduce symptoms of digestive irritation. Dietary fiber from whole food, gluten-free sources (chia seeds, ground flaxseeds, rice bran, fruit and vegetables apple skins) help strengthen and soothe the gastrointestinal tract.

■ **Practice portion control.** Gluten-free carbohydrates provide necessary energy, but excess can produce weight gain, blood sugar spikes, and energy crashes. Practice portion control (see the AKA Menu Worksheet: <http://ashleykoffapproved.com/services/resources.html>) and choose those that naturally contain fiber like gluten-free whole grains, legumes, fruits and vegetables.

↓ HOW TO CHOOSE A DIETITIAN

At every stage of life, nutrition is essential to keeping our bodies running at their best. For those with digestive issues, proper food choices not only help them lead a healthier life, but often a more comfortable life.

Digestive issues are more common than most people think. Approximately 12 million people in the United States suffer from a food allergy. That's one in every 25 people or four percent of the population. Many more suffer from food intolerances. Celiac disease affects an estimated one percent of Americans. If you have a chronic digestive condition, a carefully planned diet can make a difference.

When you need trusted, accurate, timely and practical nutrition advice, seek the advice of a registered dietitian. Individuals with the RD credential have fulfilled specific requirements, including having earned at least a bachelor's degree (about half of RDs hold advanced degrees), completed a supervised practice program and passed a registration examination.



Judith C. Rodriguez, PhD, RD, FADA, LDN
President,
American Dietetic Association

With our education and experience, RDs have the skills and knowledge to translate nutrition science into practical meal planning. RDs can help you navigate food allergies and intolerances like celiac disease by helping you change your eating plan while ensuring your body still gets the nutrients it needs.

The American Dietetic Association is the world's largest organization of food and nutrition professionals. Visit the American Dietetic Association at www.eat-right.org to locate an RD near you.

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NEWS

RESEARCH LEADS TO GROWTH OF CELIAC AWARENESS

Seven years ago, Google searches on celiac disease yielded few results, according to Alessio Fasano, M.D. and professor of pediatrics, medicine and physiology as well as director of the Mucosal Biology Research Center at the University of Maryland School of Medicine.

Not much was known about the disease; sufferers were frequently misdiagnosed. Thanks to research lead by trailblazers such as Fasano, there are hard facts about celiac disease, what causes it and what's being done.

A few myths have been debunked such as that celiac only begins in childhood. Epidemiology studies spearheaded by Fasano helped provide accurate prevalence data: instead of only one out of 10,000 people being diagnosed, it is now known the true occurrence of celiac disease is more like one out of 133.

This research has enhanced the quality of life for sufferers and raised visibility with health



Alessio Fasano, M.D.
Director, Mucosal Biology Research Center, University of Maryland School of Medicine



“Gluten-free has turned into a big business and it isn’t just a health craze.”

care professionals. “It wasn’t even taught in medical school,” said Fasano. Also, there is now a diagnostic test (Ttg) for CD so people don’t go years trying to confirm if they have celiac disease.

Properly identifying celiac has ushered in a huge blip in the number of cases, especially among the elderly. And with that has come an explosion of gluten-free foods and beverages ranging from hot dogs to beer. But Fasano cautioned that the diet should be left to those who depend upon it.

“Gluten-free has turned into a big business and it isn’t just a health craze,” Fasano said. He especially warns those thinking they can lose weight or avoid carbohydrates by going gluten-free that they actually could hinder the nutrients in their diet. A gluten-free diet, he concluded, should be for those who are at risk rather than just be considered the newest diet trend.

FAYE BROOKMAN

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↓ EARLY DETECTION & TESTING

Celiac disease is rarely considered by physicians, which is why it currently takes six years for a patient to receive a celiac diagnosis on average.

Celiac is better understood and diagnosed in other countries, but sadly, America far behind. In fact, nations such as Finland have been able to formally diagnose nearly 40 percent of their celiac population.

But thanks to greater awareness of celiac disease, U.S. diagnosis rates are increasing. Estimates suggest that with continued effort and increasing awareness, the percentage of people diagnosed may reach 50 percent-60 percent by 2019—greatly expanding the overall patient population.

Challenges and developments

A barrier to more frequent and accurate celiac diagnoses lies in that a large portion of the physician community is unfamiliar with the disease, thus unlikely to recognize the disorder in patients who have it.

“Unlike in Europe where the disease has been appreciated for decades, celiac was considered to be very rare in the United States until recently,” says Daniel Lef-

fler M.D. M.S., who has developed continuing medical education programs to boost understanding among primary care providers as Director of Clinical Research and founding member of the Celiac Center at Beth Israel Deaconess Medical Center.

“Because of this, generations of physicians were taught little about celiac disease, and what they were taught was actually counter-productive.”

Dr. Leffler hopes greater education will yield results similar to those in Italy, where a three-year awareness program targeting this particular physician population increased the proportion of asymptomatic cases by eight percent to 15 percent.

“We now know celiac disease is very common and testing for it in people with suspicious symptoms is cost effective. It will take a great deal of effort, but in the future, I expect all physicians to be aware of celiac disease and be able to test for this condition in appropriate patients.”

WHITNEY EHRET

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<p>Discovered Zonulin: key element for all autoimmune diseases</p> <p>1996</p> <p>CFCR established: first Celiac Center in the world, affiliated with the University of Maryland School of Medicine, providing clinical care for children & adults</p>	<p>Developed the celiac disease (CD) test currently used by physicians</p> <p>2000</p>	<p>Conducted Celiac Prevalence Study: results are 1 out of 133 Americans have CD</p> <p>2003</p>	<p>Spearheaded the American Celiac Disease Alliance</p> <p>2004</p>	<p>Research leads to 1st clinical trials for CD</p> <p>2005</p>	<p>Established guidelines for safe gluten levels for new food labeling law</p> <p>2007</p>	<p>Proved that testing people who are at-risk for CD is cost-effective</p> <p>2008</p>	<p>Infant study to explore the possibility to prevent CD in infants at risk</p> <p>2009</p> <p>Cloned Zonulin, after 10 years of its discovery, identifying it as an ancient protein that is found only in humans</p>	<p>Published the study that followed over 8,000 people since 1970 showing that CD prevalence doubled every 15 years</p> <p>2010</p> <p>CFCR participating in a new international research initiative, partly funded by the Vatican, to explore therapeutic potential of intestinal stem cells</p>
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SPOTLIGHT

Products for your gluten-free lifestyle



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Mary's Gone Crackers

Mary’s Gone Crackers offers delicious gourmet, organic, gluten-free, vegan food including unique crackers, pretzels (Sticks & Twigs) and the new “Love Cookies.” Homemade recipes developed by Mary herself use only certified organic, kosher, whole-food ingredients. Mary’s Gone Crackers is Conscious Eating. Available in grocery and natural food stores.

■ www.marysgonecrackers.com



Nulife Foods

Nulife Foods offers great tasting gluten, casein, soy-free foods. To ensure purity, we test EVERY batch to under 10ppm for all three allergens. Try our top 6 products for only \$10 by using this code and we will email you a 10% discount for your next purchase: CELIACRPT.

■ www.nulifefoods.com



Pamela's Products

Since 1988, Pamela’s Products passion has been to create amazing cookies, baking mixes and ready-to-eat cakes, all wheat-free and gluten-free. We continue this tradition today with scrumptious offerings including our extremely popular Baking & Pancake Mix, Agave Sweetened New York Cheesecake and Simplebites Mini Cookies. Pamela’s for Everyone, Everyday!

■ www.pamelasproducts.com



Glow Gluten Free

Glow Gluten Free cookies are baked with natural and organic ingredients in a certified gluten-free bakery. The secret recipe includes garbanzo bean and coconut flour which makes these gluten-free and casein free cookies wholesome and delicious. Cookie flavors include Double Chocolate, Gingersnap, Snickerdoodle and Chocolate Chip. Find us at your favorite health food store or gourmet retailer.

■ www.glowglutenfree.com



Lotus Foods

Lotus Foods heirloom and 100% organic rice are the most distinctive grains available. Handcrafted on small family farms in limited quantity and distinguished by their exceptional cooking quality, taste, texture, color and nutritional value. Gluten-free, wheat free, and non-allergenic. For simple and delicious recipes, visit us online or call 510-525-3137.

■ www.lotusfoods.com



Pure Bars

Pure Bars are gluten-free, certified organic, raw, vegan and entirely delicious. Nothing cooked up in a laboratory, no science fiction, so they’re the perfect pick-me-up for everyone. Available in six tasty flavors, pick up a Pure Bar today and savor nourishment the way nature intended.

■ www.thepurebar.com