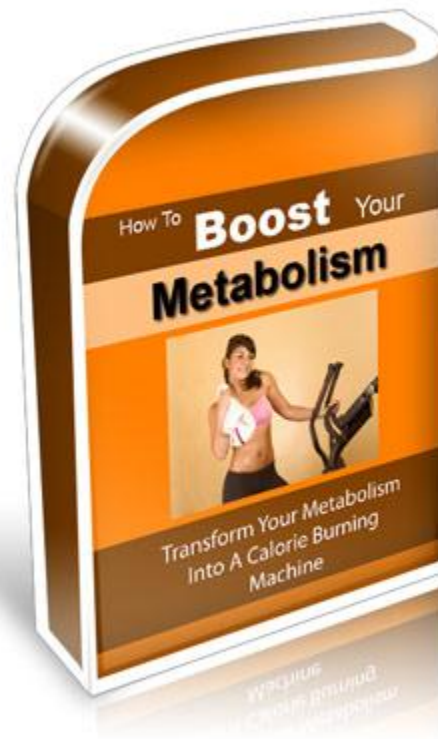


How to Boost Your Metabolism



By Emma Deangela

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What is Your Metabolism and Why is it Important?

Let's start off with some basic definitions to clear up exactly what our metabolism does.

- **Metabolism.** This term refers specifically to the chemical processes our cells undergo to utilize energy.
- **Metabolic rate.** Often used interchangeably with “metabolism” in the health and fitness world, this concept refers to the total amount of energy a person burns in a given time. Energy is measured in calories or kilocalories. The energy measurement that you see on food packaging is actually kilocalories. But I don't think anyone would want to eat a cookie with 200,000 calories!
- **Basal metabolic rate.** This is the lowest metabolic rate needed to maintain life. Think of it as the amount of energy your body would need if you stayed in bed all day. Though you wouldn't be physically active, your heart would still beat, your lungs would still pump, and your mind would still be working. These processes require a great deal of energy.
- **Energy.** In simple terms, energy is ability to do work. In relation to our metabolism, energy is what keeps our body functioning. Energy cannot either be created or destroyed, so it's constantly being recycled. We must take in food and water (energy), which our body processes (metabolism) at a certain rate (metabolic rate), in order to think, breathe, move, etc (energy).

Our metabolic rate is crucial to our well-being because it determines how quickly our bodies transform our food into energy. This affects our ability to lose (or gain) weight, build muscle, improve athletic performance, and fight aging. Metabolism also plays a role in battling heart disease, stroke, and type2 diabetes.

Think of your metabolism as a see-saw. On one side you have your energy reserves (food intake, stored fat, muscle, etc) and on the other side you have your energy expenditures. Governing the balance is your metabolic rate. If you have a slow metabolism, the see-saw tilts too much on the energy reserve side. Food energy is stored as fat before it can be spent on outgoing energy. If you have a high metabolism, food energy is burned and released as heat, and the see-saw tilts to the energy expenditure side. To maintain a balance, the energy you take in needs to be equal to the energy you use.

There are a many factors that affect your metabolic rate:

- **Age.** Your metabolism is at its most efficient level when you're young. This is because you have a higher proportion of muscle mass than when you get older. Muscle burns more calories than other types of body mass (i.e. fat, bones, etc). As your ages progresses, you need to reduce the number of calories you

consume in order to maintain your weight.

- **Sex.** The average man naturally has a faster metabolism than the average woman, because he has more muscle mass. This is why a woman's caloric needs are less than a man's.
- **Quality and quantity of food.** Some foods are just more nutritious than others. High quality foods that are rich in vitamins and minerals can boost your metabolism, while poor quality foods, like fast food, can actually slow down your body's energy conversion. The amount of food you consume at a time also affects your metabolic rate. By eating small portions more often throughout the day, your body maintains its energy needs without storing food as fat.
- **Oxygen availability.** This element is critical to the chemical processes of your metabolism. Sedentary people have lower oxygen levels in their blood, which slows down the metabolic process.

Your energy levels, your body shape, and your physical performance are all linked to your metabolism. If you're currently unhappy with how your metabolism is working for you, don't give up. There are a multitude of easy, life-changing steps you can take to boost your metabolism into overdrive.

How to Boost Your Metabolism in One Week: The Metabolism Mega-Boost

Don't think that improving how your body uses energy will cost you a lot of money or time. We all have tight budgets and hectic lives, but if we don't put a little effort into making our bodies healthy now, we might not have the chance later. The Metabolism Mega-Boost plan is based on the philosophy that every great journey begins with a single step. You might not think that these simple rules will dramatically change your health, but when combined together, they'll produce mega-results!

MONDAY

- **Breakfast really is the most important meal of the day.** Who wouldn't love to get an extra ten or fifteen minutes of sleep in the morning? But by hitting the snooze button and skipping breakfast, you're slowing down your metabolism. If you wait until lunch to eat, you've deprived your body of energy for over half a day. This sends your body into "starvation mode," which means it stores any incoming calories as fat. When you finally do get some grub, you're more likely to eat extra calories to feed your rumbling tummy. By eating breakfast, you'll boost your metabolism and spread out your calorie intake.

TUESDAY

- **Eat like a cow, not like a hog.** Eat small meals (about 200-300 calories) five or six times a day. You'll never feel hungry and you'll burn calories more efficiently. Your body can process the smaller portions more quickly and this will help stabilize blood sugar. If you're unsure of what a good portion looks like, think of it this way: your protein serving should be about the size of a deck of cards and your grain, veggie, and fruit portions should be about the size of your fist.

WEDNESDAY

- **Sweet Dreams.** Make sure to get at least seven to eight hours rest every night. This sounds wonderful on so many levels, but most importantly letting your body recuperate nightly has dramatic effects on your energy and overall health. A recent sleep study has shown that women who get less than five hours of sleep per night are 33% more likely to experience major weight gain than women who slept at least eight hours per night. These results indicate that sleep might actually improve your metabolic rate.

THURSDAY

- **Spice up your life.** Eating hot peppers, particularly the jalapeño and cayenne varieties, can help you burn more calories. When you chew these vegetables, stress hormones like adrenaline are released into your blood. You begin to sweat and your skin gets flushed, causing your body to use energy. But don't bite off more than you can chew. Moderation is key when dining on these fiery chilies.

FRIDAY

- **Protein means pro-energy.** Adding high-quality protein to your diet enhances your metabolism by stabilizing insulin secretion. Insulin is major factor in how your body utilizes energy. High quality sources of protein include dairy products, eggs, legumes, and whole grains. Quality triumphs over quantity and do take note of the acid alkaline combinations so the protein would be utilize better.

SATURDAY

- **Activate your inner strength.** Resistance exercise helps build muscle, which in turn build a more effective metabolism. Don't let resistance exercises scare you away. Simple moves like push-ups, sit-ups, and crunches don't require machines or weights. Performing these exercises for at least fifteen minutes on most days will instantly fire-up your energy and add more muscle to your body. Because every pound of muscle you add to your body burns an additional fifty calories, your metabolism will work harder, even at rest!

SUNDAY

- **Supplements can make you feel sup-herb.** Products like ginseng and green tea extract have been shown to help give your metabolism a lift. Adding these herbal concoctions to a balanced diet can help improve energy levels and increase weight loss.

Just one step a day leads to quick, life-changing results. You'll be amazed by how much better you look and feel. Discover your inner-self that's been waiting to get out and enjoy the world now that Metabolic Mega-Boost has shown you the way.

How to Detoxify Your Body and Improve Your Metabolism

It's just about impossible to avoid toxins in our modern world. Everything from the food we eat to the air we breathe has been tainted by synthetic pollutants. We've heard how these pollutants can cause asthma, cancer, and other ailments. But I bet you didn't know they also affect our metabolism.

Obesity and its corresponding diseases (heart disease, type 2 diabetes, and stroke) are killing millions of people every year. Doctors and nutritionists recommend diet and exercise to combat the problem, but many people just don't seem to make any progress.

Recently, Dr. Marc Hyman, a leader in the field of Functional Medicine, has pointed to a likely cause. Common environmental toxins, such as petrochemicals, chlorine, fluoride, and bromide wreak havoc on the thyroid gland. This organ helps regulate many bodily functions, in particular your metabolism.

He hypothesizes that pollutants cause the thyroid to increase hormone secretion, which leaves less hormones available to burn fat. He estimates that 20% of women and 10% of men suffer from some form of thyroid condition, but many don't even know it.

Prevention is the best medicine. By decreasing your exposure to dangerous toxins and routinely cleansing your body of stored pollutants, you can improve how your body burns fat.

- **Eat plenty of organic whole grains, fruits, vegetables, and seaweed.** Eating organic foods will help minimize your exposure to harmful pesticides, preservatives, and genetically modified organisms. The foods also provide dietary fiber which will help clean out your digestive and excretory systems.
- **Drink plenty of the right kinds of fluids.** Drink at least two quarts of water a day, more if you're vigorously exercising, to flush away unwanted pollutants. Other beverages like green tea and dandelion tea also help remove toxins through urination.
- **Choose one day to refrain from solid foods.** This process gives your digestive system a chance rest, which will help you kidneys and liver work more effectively. Make sure you drink plenty of fluids to stay hydrated. If you begin to feel light-headed or weak, eat a piece of fruit to increase your blood sugar.
- **Get lots of exercise.** Sweat out all of the bad stuff and feel better while doing it. Exercise not only helps the cleansing process along, but also provides a boost to energy levels and reduces stress.
- **Take a sauna.** A half an hour in a hot sauna is great way to rid fat cells of chemical deposits. Be sure to drink plenty of water while enjoying the dry,

soothing air.

- **Exfoliate your skin.** It is just as important to clean your largest organ of nasty chemicals as it is to clean the rest of your body. Use a loofah or sponge in the shower to shed dead skin cells and remove external toxins.

Meditate. If you are feeling stressed out, your body can't detoxify itself very well. This is because stress hormones slow down liver enzymes whose job is to destroy toxins. By practicing yoga or other deep-breathing techniques, you can improve your metabolism and your mental well-being.

Breathing to Boost Your Metabolism

Breathing—it's so important to life that you don't even have to think about doing it. The oxygen you inhale is transported through your blood stream to feed your organs and helps get rid of waste products and toxins.

But oxygen is also critical to how your body processes food energy. During the metabolic process, oxygen is used in the chemical reaction called oxidative phosphorylation. In this process, electrons from oxygen molecules are used to build adenosine triphosphate (ATP). ATP is very important source of fuel for your metabolism. Though your body's chemistry is complex, one thing is clear: oxygen is paramount.

By improving your respiratory health, you'll find great benefits to your metabolic rate as well. Breathing cleaner air, inhaling more deeply, and strengthening your heart and lungs will give a huge boost to your energy production.

- **Avoid tobacco smoke.** The dangers of smoking are unquestionable: heart disease, stroke, all types of cancer, emphysema, and many more deadly illnesses. If you currently smoke, please stop. You're choking your body of its most basic need—air. Don't think that you've smoked too long to stop now. Scientific evidence has shown that, at any age, smoking cessation gives instant health benefits. If you don't smoke, avoid second-hand smoke. Tobacco smoke is full of noxious gases, like killer carbon monoxide, which prevent your body from getting all of the oxygen it needs.
- **Practice yoga.** One of the five principles of yoga is pranyama, or breathing exercise. The purpose of yogic breathing exercise is to control "prana" or vital life energy. To optimize your body's vital energies, you should breathe through your nose, because this filters away pollutants in the air and sends more oxygen to your blood.

According to yogic teachings on pranyama, there are four types breath.

- **High Breathing.** Also known as "collarbone breathing" or "clavicular breathing," this breathing method occurs high in the chest. Breaths are shallow and don't send much air to the lungs. People with asthma, who wear restrictive clothing around their midsection, or who have eaten too much tend to breathe this way.
- **Low Breathing.** "Abdominal breathing" or "diaphragmic breathing" is far superior to High Breathing because it allows much more oxygen to be circulated through the body. Lungs are filled to a greater capacity, and more oxygen can travel to the brain.

- **Middle Breathing.** “Rib-cage breathing” falls somewhere in between Low Breathing and High Breathing. It is preferable to breathing with the upper chest, but not as good as breathing with the diaphragm.
- **Complete Breath.** This is the ultimate breathing technique. It incorporates the entire respiratory system, and all parts of the chest and abdomen facilitate your breath. This method can only be mastered with diligent practice.

If you'd like to know what kind of breather you are, there's an easy way to tell. Lie flat on the floor with a telephone book or dictionary on your midsection. As you breathe, notice what part of the book moves. If it rises closer to your head, you use High Breathing. If it lifts toward your waist, you are Low Breather.

- **Aerobic exercise.** Aerobic actually means “with oxygen.” Moderate to vigorous exercise makes you breath more deeply, sending more oxygen throughout your system. Your heart beats faster and more forcefully, improving oxygen transportation and helping your metabolism. Great ways to add aerobic exercise into your life include walking, hiking, biking, dancing, swimming, team sports, and many more enjoyable ways to get active.

What are the Best Exercises to Boost Your Metabolism?

The more muscle mass a person has, the more efficiently their metabolism operates. But building muscles doesn't require hours at the gym or expensive equipment. Using household items and gravity, you'll be able to get a sleeker physique that burns calories even when you aren't moving.

- **Bicep curls.** This exercise strengthens your arms' bicep muscles. While standing, take a bag of groceries of equal weight in each hand. Curl arms, with fists facing upward, until your elbows are at a 90° angle. Slowly lower your forearms and repeat exercise 10–15 times for two or three sets. For added difficulty, when arms are bent at a 90° angle, hold the position for fifteen seconds, then release. This isometric exercise gives your muscles an extra boost.
- **Walking lunges.** Find an open space about twenty feet in length. Step forward with one leg, landing on your heel then forefoot. Bend knee and dip body until rear knee is almost touching the ground. Repeat with other leg until you have traveled the full distance, then return. Repeat this exercise two or three times. Your front calf should be perpendicular to the ground and knee should not extend beyond your toes. Extending your knee too far can cause painful joint problems. This exercise works your quadriceps and your gluteus maximus.
- **Calf raise.** Stand on a stair-step with your weight balanced on your toes and balls of your feet. Your arch and heels should hang over the edge. Use a handrail for balance. Slowly push with your ankles, moving your body upward. Slowly bend ankles downward until your calves are stretched. Repeat 15–20 times for two to three sets. To increase difficulty, carry extra weight in your hands.
- **Extended-leg reverse crunch.** Lie flat on the ground. With feet flexed and legs straight, contract abdominal muscles and hips to lift legs into the air until they are perpendicular to your body. As legs are lifted, thrust hips upward, contracting lower abdominal muscles. Repeat this exercise 8–15 times for two or three sets. This exercise strengthens your core muscles, particularly the difficult to reach lower abdominal muscles.
- **Pushups.** With knees on the ground, place hands on the floor underneath shoulders. Do not lock elbows. Extend legs until your body is in a plank position (i.e. back and legs are straight). Hands should be pointing forward. Bend elbows away from chest, lowering body toward ground. Elbows should bend until they are at a 90° angle. Extend arms and repeat exercise until you are not able to push up your body again while maintaining proper form. Pushups work your chest muscles, triceps, deltoids, and abdominal muscles.

For a less rigorous version, you can keep knees bent onto the ground while performing pushup.

For a more intense tricep workout, you can try the “triangle” pushup variation. Instead of keeping hands finger distance apart and fingers straight, point your hands toward each other with index finger and thumb touching the index finger and thumb of the opposite hand. This forms the shape of a triangle between the two hands. Proceed with the exercise as you would a standard pushup.

Lifestyles Changes That Will Change Your Metabolism

When it comes to healthy living, there can always be room for improvement. The choices you make on a daily basis can have repercussions for years to come. By making a few painless lifestyle changes, you can increase your energy levels and feel better about yourself.

- **Don't eat five hours before bedtime.** Your metabolic rate changes throughout the day; it's at its fastest rate early in the morning before lunchtime and at its slowest at night. By consuming the majority of your calories at breakfast and lunch, you'll make the most of your meals. Your metabolism starts to slow down in the evening, which means big dinners and late-night snacks are often stored as fat.
- **Drink two cups of water before your meals.** Scientific research has shown that you can boost your metabolism by up to 30% by drinking two cups of water fifteen minutes before eating. However, if you suffer from indigestion, drink water with food because water could dilute gastric juices causing heartburn.
- **Take the stairs.** Now, if you work on the twentieth floor this might not be possible. But just taking the stairs two or three times day gets your heart beating, oxygen flowing, and metabolism burning calories. A person that weighs 150 pounds who climbs stairs only five minutes a day burns 50 calories. Over the course of a year, those burned calories equal five pounds of weight loss!
- **Chew your food.** Before swallowing, chew your food at least thirty times. Enzymes in your saliva start the digestive process, so the longer food remains in your mouth, the easier it is to break down once it reaches your stomach. This allows your metabolism to function more effectively. Not only will your digestive system work better, but also you'll be less likely to choke!
- **Turn down the air-conditioning and heat.** Climate control is a modern convenience that seems almost impossible to live without. But before central air and furnaces, our bodies' had to use energy to maintain our temperatures. By adjusting your thermostats just a degree or two in the summer and winter will help you burn calories.
- **Don't starve yourself.** If you're going hungry in the hopes of losing weight—stop! Depriving yourself of food shuts down your metabolism because your body thinks you're experiencing a famine. Since it is not sure when your next meal will be, it stores any food as fat. To make matters worse, if your calories consumption falls below 1000 calories per day, your body begins to eat away at muscle tissue for energy. Muscle helps speed up energy conversion, so losing muscle mass depresses your metabolism even further.
- **Meditate.** Deep breathing exercises improve blood oxygen levels and mental well-being. This has a dually beneficial effect on your metabolic rate. Your

metabolism critically needs oxygen for the chemical processes that produce energy. As you focus on your breath while you meditate, you're actually helping energy production. Meditation is also a great way to calm your nerves. Stress hormones disrupt many critical bodily functions, such as your metabolism. A healthy mind makes a healthy body.

Vitamins and Minerals for Your Metabolism

Think of your body as a high-performance automobile. The foods you eat, in the shape of carbohydrates, proteins and fat, provide your body with the fuel you need to keep your engine (your metabolism) running. Vitamins and minerals are like oil, the lubricant required to keep the whole machine running smoothly. They don't directly provide your body with energy, but they are vital to the metabolic process.

We all know what happens when you don't get your car's oil changed—it will run for a while, but sooner or later your engine will seize up without this crucial additive. The same principle works for your body. Without the nutrients that vitamins and minerals provide, your metabolism can't make energy. They make the difference between feeling like a hot-rod or a jalopy.

Here are some of the most important vitamins and minerals, with information about where they can be found and how they affect your health.

- **Vitamin B1 (thiamine).** Thiamine plays an essential role in the way your body metabolizes carbohydrates and fat. This vitamin helps with nerve function, digestion, and heart health. It's water-soluble, which means it can't be stored in the body. That is why it's necessary to get a steady diet of B1 vitamins. Foods that are high in thiamine include spinach, watermelon, tomato juice, green peas, sunflower seeds, bananas, and nuts.
- **Vitamin B2 (riboflavin).** B2 vitamins aid in the chemical break-down of carbohydrates, protein, and fat into useable energy. Riboflavin is also needed for good vision and nourished skin. Great sources of B2 are broccoli, spinach, mushrooms, eggs, asparagus, okra, milk and cottage cheese. Ultraviolet light destroys riboflavin, so store vegetables in paper bags and buy dairy products in opaque containers.
- **Vitamin B3 (niacin).** Derivatives of this vitamin are key to energy metabolism and repairing cell DNA. Niacin can be found in potatoes, tomato juice, dates, avocados, beans, whole grains, and spinach.
- **Vitamin B12.** Vitamin B12 aids in new cell synthesis and facilitates in fatty acid and amino acid break down. This nutrient occurs naturally only in animal

products like eggs, milk, and cheese. Vegans run the risk of developing anemia due to vitamin B12 deficiency if they don't take a supplement.

- **Vitamin C (ascorbic acid).** Vitamin C is active in amino-acid metabolism and is needed to build many essential metabolic enzymes. Broccoli, spinach, red bell peppers, citrus fruits, mango, snow peas, tomato juice, black currants, and parsley are rich in ascorbic acid.
- **Iron.** This mineral is a part of your blood protein, hemoglobin, and helps with oxygen transport. Artichokes, parsley, green beans, and tomato juice are excellent sources of iron.
- **Iodine.** As a component of thyroid hormones, iodine is involved in metabolism regulation. Salt, milk, cheese, and bread contain iodine.
- **Chromium.** Associated with insulin, chromium is required in trace amounts to get energy from glucose. Vegetable oil, brewer's yeast, cheese, nuts, and whole grains contain this mineral.

While you can take vitamin supplements if you're worried your diet might be lacking these nutrients, pills alone might not meet all of your needs. The jury is still out on whether your body fully absorbs vitamins and minerals taken in supplemental form. The best way to ensure you're getting all the nutrients you should is to consistently eat a diet full of fresh fruits, vegetables, low-fat dairy, and whole grains.

Harmful Foods That Will Affect Your Metabolism

Just as there are many foods that can boost your metabolism, there are loads of foods that depress your energy levels, making you feel lethargic and dull. By avoiding this list of unhealthy menu items, you'll immediately feel more alive and energetic.

- **Fried foods.** Foods deep-fried in oil tend to be very high in calories, cholesterol, and saturated fats and low in important dietary nutrients. Eating these foods adds body fat, which disrupts your body's lean muscle ratio. Muscle burns a lot more calories in fat, so cutting out fried foods from your diet will help you maintain a leaner physique. And you won't have to worry about ruining your favorite shirt with grease stains!
- **Soda.** Sugar-laced beverages offer nothing but empty calories and tooth cavities. After water, the main ingredient in most full calorie sodas is high-fructose corn syrup. When this ingredient hits your blood stream, it throws you insulin levels out of whack. You might feel energized for a short period of time, known as the "sugar high," but as your insulin levels normalize, your energy starts to plummet.

Over-consumption of sugary foods is a leading cause to adult onset diabetes. Even if you are drinking diet soda, your health is still at risk. Artificial sweeteners, like aspartame, have been shown to cause cancer in lab rats. If your sweet-tooth is really craving something, grab an organic apple or banana and your metabolism will thank you.

- **Genetically modified foods.** Bioengineered foods are created by tampering with a plant's genetic material, often by introducing foreign genes into the plant cell's nucleus. Genetic engineering can introduce allergens into foods that normally wouldn't contain them. These unexpected allergens can even be deadly. When your immune system has to fight allergens, your entire system becomes weakened, slowing your metabolism.
- **Foods treated with pesticides.** Vegetables and fruits sprayed with pesticides have high levels of residual chemicals when they reach your dinner table. Toxins can have a debilitating effect on your thyroid gland, the organ that regulates your metabolism. By choosing organically grown produce, you will dramatically reduce your exposure to destructive pollutants. As an added bonus, organic foods tend to have more anti-oxidants and higher vitamin and mineral concentrations.
- **Lunch meat.** Deli-meats, sausages, and hot dogs are usually processed with a substance called sodium nitrate, which is a known carcinogen. A study at the University of Hawaii has shown that people who consume little or no meat have a 67% less chance of developing pancreatic cancer. The pancreas is a gland that secretes hormones, such as insulin, that will determine how your metabolism operates at a given time. If the pancreas is impaired by cancer, it will be unable to maintain an appropriate metabolic rate. Additionally, processed meat products have been linked to leukemia and birth defects. Pregnant women are warned not to consume lunch meats while expecting. Fortunately, there are many delicious meat-substitutes that taste better than the real thing without deadly additives.

Common Myths About Your Metabolism

There is a lot of misinformation out there surrounding how your metabolism works and how you can improve it. Read these myth-breakers to shatter some of your misconceptions on energy production.

- **It's all in the genes.** It's true that your genes have an affect on your metabolism. Some people naturally have a faster metabolic rate than others. But too often people use heredity as an excuse not to take responsibility for their personal lifestyle choices. If you feel you were born with a slow metabolism, there are plenty of steps you can take to overcome this unfortunate birthright. Start by eating sensible meals, drinking plenty of water, and getting some exercise. You might just find out that your low energy levels weren't Mother Nature's (or your mother's) fault!
- **An over-weight person has a slower metabolism than a thin person.** A person who weighs 250 pounds actually has a faster metabolism than a person who weighs 150 pounds. This is because the larger person has a higher basal metabolic rate, which is the lowest metabolic rate needed to keep your body functioning at rest. The heavier you are the harder your body has to work to stay functioning.
- **Starvation is the best way to lose weight.** Most people who decide to get serious about losing weight think that dramatically cutting calories is the best way to go. This couldn't be more wrong. When you reduce your calorie consumption quickly, your body thinks that you are going through a famine. Your brain might understand that at any time you can open the fridge or order take out, but your metabolism thinks you're starving. When your metabolism goes into "starvation mode," it treats every meal like it might be your last. Nutrients are stored as fat cells to build up a reserve of energy. And the last thing any dieter wants is more fat! By reducing your food intake by three-hundred calories and moderately exercising for twenty minutes a day, you can easily shed a pound a week, a health, maintainable rate.
- **Running is the best way the best form of exercise.** Running is an excellent activity to strengthen your heart and build endurance, but there are better exercises to boost your metabolism. Resistance (weight) training helps to build muscle mass, which in turns burns more calories.
- **Energy drinks will give you more energy.** Just by looking at the beverage cooler at any supermarket or gas station, you know that energy drinks are a huge sensation. Product claims range from improved athletic performance to increased mental agility, but the main selling point is higher energy. This sounds spectacular, but the problem is that most drinks give you energy by pumping you full of sugar and caffeine. These ingredients tend to wear off quickly, making you feel worse than before you imbibed the beverage. Another downside to energy

drinks is that they can be dangerous for pregnant women and people who suffer from heart complications. Before you crack open your next energy drink, check the label to be sure you're actually getting something more than just expensive soda.