

## NEWS/EDITORIAL

## 27-year-old graduate, cont'd.

and awards (rejections from organizations).

The book uses his chapter interludes to collaborate with some influential people including Dr. Janice Gassam (Forbes Contributor), Jarry Lee (NYC signed Model/ Former BuzzFeed Deputy Editor), Devyn Simone (Wendy Williams/ MTV television host), and many more.

Furthermore, Dr. Joseph uses his insight to explain how time is our biggest competition, the importance of building powerful networks, and the importance of career diversification.

In addition to being an author, Dr. Joseph is a Haitian American researcher and educator who is active in behavioral finance, data analytics, statistics, and quantitative finance. Currently a partner and

medical examiner at Quest Diagnostics and a member of the Grammy Recording Academy, Eli also serves as a faculty member at the Columbia University of Professional Studies and Queens College, City University of New York.

In 2015, Eli Joseph obtained a bachelor's degree in Mathematics from Queens College, City University of New York. In 2016, he completed his master's degree in Business Administration from Brooklyn College and then went on to complete his Doctorate in Business Administration from Felician University in 2019. He became the first-ever graduate at the institution to complete the curriculum.

The Perfect Rejection Resume will be available on Amazon on Tuesday, February 1, 2022.

## This Plant-Based Entrepreneur Makes Almost \$1M a Year Selling Authentic Sea Moss



**NATIONWIDE** — Meet Jeff Austin, founder of Plant-Based Jeff, one of the fastest-growing Black-owned retailers of plant-based education & sea moss products. In 2020, he started his company to specifically help African Americans combat obesity and other health problems, and now it's an empire that has already generated almost \$1 million in revenue. His main products, gold and purple sea moss (in the form of capsules and gel), are sea-derived superfoods that have more than 90 minerals and countless health benefits to the human body.

Back in 2017, Jeff himself was sick, overweight, and he had a toxic mindset. Even worse, he was taking 8 different pharmaceutical medicines every single day. However, after watching the award-winning documentary called *What the Health* on Netflix, he decided to give the vegan lifestyle a try.

He started off with Dr. Sebi's alkaline vegan diet and says that this helped him to shift his mindset, eventually lose over 70 pounds, get off the 8 different medications, and reverse the depression and anxiety that he was living with.

His friends and family members' shocking reaction to his weight loss and health improvement inspired him to launch his own line of authentic sea moss products. He started out making his products in the basement of his home and selling them out of his trunk and at local health events in Atlanta.

However, after partnering with a digital marketing firm called 7th Pro Solutions, he says that his company began generating hundreds of thousands of dollars within just months and has been experiencing nationwide growth ever since. He is set to reach \$1 million in sales in early 2022.

Although he is an entrepreneur, Jeff also considers himself to be an educator and motivator about the plant-based lifestyle. He has a YouTube channel and has published four books that are currently available on Amazon. These include *How To Go Plant-Based: A Beginner's Guide To Transitioning To A Plant-Based Lifestyle*, *10 Minute Plant-Based Meals*, *The 7 Day Sea Moss Smoothie Detox*, and *90 Day Meal Planner & Weight Loss Tracker*. He is also the mastermind that has launched the already popular *7 Day Sea Moss Detox Challenge*.

In addition, Jeff teaches other aspiring entrepreneurs how they too can be successful in the plant-based business. He has used his wealth of knowledge to create and sell an online course, to host live training sessions, and to produce a wholesale kit that he calls a "sea moss biz in a box" that gives business owners everything they need to get started.

Jeff comments, "Wellness is the prerequisite to wealth. People are slaves to their medications. My goal is to help as many people as possible to resolve their health problems in the most natural way possible."

## Tired of Brain Fog? Here's How to Clear Your Mind

While brain fog isn't considered to be a medical condition on its own, it can have a significant impact on your concentration. That's because it's a far-reaching symptom that affects how you think and handle information. If you're dealing with brain fog, it's important to know what's causing it and how to get your focus back.

### How To Know If You Have Brain Fog

Before you start labeling your issue as brain fog, it's good to know what the symptoms actually are. People who are dealing with it will experience problems remembering things, issues with focusing, an inability to concentrate, and poor mental acuity. In many cases, people describe overall mental fatigue that interferes with carrying out their jobs well. Your thoughts may feel disorganized and you might have trouble expressing yourself.

### What Could Be Causing Your Issues

The main reason that brain fog is categorized as a condition is that it's

usually a symptom of something else.

Here are a few of the typical causes of brain fog:

**Chronic stress** – Being stressed out all the time will wear you out and it puts you at risk for certain conditions such as high blood pressure and depression. It will also affect your ability to concentrate.

**Hormonal changes** – Regardless of the underlying cause of the shift in your hormonal balance, the end result can be having issues with mental acuity and cognition.

**Poor sleep** – People who don't sleep well are open to a myriad of problems. One of those issues is impaired brain function, which can present as brain fog.

**Diet deficiencies** – Vitamin B-12 play an essential role in healthy brain function so if you're not getting enough of it, you might have issues with brain fog.

**Chronic illnesses** – Some illnesses will affect how well your brain functions so it's best to treat them quick-



*The Company You Keep*<sup>®</sup>



**Gary L. Hathaway, CLU, LUTCF**  
*Financial Services Professional\**  
 CA Ins. Lic. # 0F07205

**New York Life Insurance Company**  
 Licensed Agent  
 122 Lee Parkway Drive  
 Suite 200  
 Chattanooga, TN 37421  
 Bus: (423) 499-9615  
 Fax: (423) 499-9637  
 Res: (423) 899-6341  
 ghathaway@ft.newyorklife.com



## What's the difference between sugar, other natural sweeteners and artificial sweeteners? A food chemist explains



*Kristine Nolin*  
 Associate Professor of Chemistry,  
 University of Richmond

A quick walk down the drink aisle of any corner store reveals the incredible ingenuity of food scientists in search of sweet flavors. In some drinks you'll find sugar. A diet soda might have an artificial or natural low-calorie sweetener. And found in nearly everything else is high fructose corn syrup, the king of U.S. sweetness.

I am a chemist who studies compounds found in nature, and I am also a lover of food. With confusing food labels claiming foods and beverages to be diet, zero-sugar or with "no artificial sweeteners," it can be confusing to know exactly what you are consuming.

So what are these sweet molecules? How can cane sugar and artificial sweeteners produce such similar flavors? First, it is helpful to understand how taste buds work.

### Taste buds and chemistry

The "taste map" – the idea that you taste different flavors on different parts of your tongue – is far from the truth. People are able to taste all flavors anywhere there are taste buds. So what's a taste bud?

Taste buds are areas on your tongue that contain dozens of taste receptor cells. These cells can detect the five flavors – sweet, sour, salty, bitter and umami. When you eat, food molecules are dissolved in saliva and then washed across the taste buds, where they bind to the different taste receptor cells. Only molecules with certain shapes can bind to certain receptors, and this produces the perception of different flavors.

Molecules that taste sweet bind to specific proteins on the taste receptor

cells called G-proteins. When a molecule binds these G-proteins, it triggers a series of signals that are sent to the brain where it is interpreted as sweet.

### Natural sugars

Natural sugars are types of carbohydrates known as saccharides that are made of carbon, oxygen and hydrogen. You can imagine sugars as rings of carbon atoms with pairs of oxygen and hydrogen attached to the outside of the rings. The oxygen and hydrogen groups are what make sugar sticky to the touch. They behave like Velcro, sticking to the oxygen and hydrogen pairs on other sugar molecules.

The simplest sugars are single-molecule sugars called monosaccharides. You've probably heard of some of these. Glucose is the most basic sugar and is mostly made by plants. Fructose is a sugar from fruit. Galactose is a sugar in milk.

Table sugar – or sucrose, which comes from sugar cane – is an example of a disaccharide, a compound made of two monosaccharides. Sucrose is formed when a glucose molecule and a fructose molecule join together. Other common disaccharides are lactose from milk and maltose, which comes grains.

When these sugars are eaten, the body processes each of them slightly differently. But eventually they are broken down into molecules that your body converts into energy. The amount of energy from sugar – and all food – is measured in calories.

### High fructose corn syrup

High fructose corn syrup is a staple of U.S. foods, and this hybrid sugar

Continued on Page 12