

Report:

Good Idea Drinks: A brand new approach to the sugar problem

In a brand new report (May 2018) Dr Ingrid Kohlstadt, Faculty Associate at Johns Hopkins University and a key opinion leader in integrative medicine with focus on nutrition as an effective tool to combat disease, gives a number of interesting perspectives on the properties of Good Idea. Here's a brief summary of the report, that can be downloaded in full [here](#).

According to Dr Kohlstadt, Good Idea – a sparkling water with a functional blend of amino acids and chromium – is a solution for better health and a treatment against many risk factors for lifestyle related disease. In her report, she points out four factors that makes Good Idea unique and truly functional.

1. Good Idea mimics the experience of drinking sugary sodas, which makes replacement both easy and attractive.
2. Replacing a sugary drink with a naturally flavored sparkling water like Good Idea takes away a lot of calories as well as artificial ingredients.
3. Good Idea is the first soda-like beverage to add the mineral chromium to help the body take care of the energy from food in a more efficient way.
4. The blend of five amino acids will coordinate different body functions that are important for the digestion of food, resulting, among other things in a lower, more even and healthier blood sugar curve.

Good Idea Inc. claims two healthy perspectives: the direct benefit of avoiding post-meal crashes and cravings by making the blood sugar curve more even, and the longer perspective health benefit of cutting sugar spikes, strongly associated with health hazards. Dr Kohlstadt argues that Good Idea could have further healthy impact. Among her suggestions are that Good Idea would be an efficient means against behaviors and medical treatments where weight gain is an unwanted side effect. She also sees possible additional health benefits beyond by both mealtime and free-dwelling use of Good Idea during exercise, travel, mental stress and surrounding elective surgery.

Ingrid Kohlstadt MD, MPH is Faculty Associate at Johns Hopkins University. In addition to her expertise as a key opinion leader in integrative medicine, she is a contributing writer for TIME Magazine Health, and has worked for the FDA, USDA, CDC, Hopkins Weight Management Center, and the IHS.

