

Weight Loss General Content Email (Part 1 of a Two-Part Soap-Opera Series Email)

Subj. Line: The five-second food on the floor rule (safe or not?)

One in Six Americans Gets Sick Every Year From Foodborne Diseases

Is the Five-Second **Food on the Floor Rule Safe or Dangerous?**

[CUSTOMER NAME],

We've all heard it and may have even practiced it once or twice:

The five-second rule for food on the floor.

You know how it goes.

Example: You drop a piece of pizza on the floor. For a moment, your logical brain says, "That's a shame. I guess it's got germs. I suppose I should toss it in the trash."

Then your pizza brain kicks in and asks, "Are you loco? That's pizza! It's safe for five seconds on the floor before it's no good."

Okay, my pizza brain happens to use Spanish.

Anyhoo... you get the gist of it. When something like Brussels sprouts or broccoli hits the floor, your brain doesn't think twice about the five-second rule. But when something like pizza or French fries hits the floor, your brain tends to whip out the five-second rule pretty quick...

...but is the five-second food safety rule really safe or not?

According to Paul Clemson, professor of food safety and nutrition at Clemson University, it depends.

A few years ago, Clemson and his team conducted a series of experiments that became the first peer-reviewed paper on the five-second rule. Published in the *Journal of Applied Microbiology*, the study found that 48-70% of salmonella bacteria transferred from a tile or wood surface to a piece of bologna in five seconds. Yet less than 1% of the same salmonella transferred from carpet to bologna.

Clemson's team concluded that the overall five-second rule appears to be less about how long food lies on the floor and more about how much bacteria lives on the type of surface on which food drops. So chances are, the next time you

consider eating dropped food within five seconds, you can eat that food and not get sick. Yet should that food land on some nasty bacteria, you can bet real money that the bacteria will go into your mouth, and that's part of how roughly one in six Americans comes down with a foodborne disease each year.

Now I realize all this may not come as much comfort the next time you drop your favorite slice of pizza on the floor, but there is an upside.

Should you ever find yourself in a situation where you're forced to have some hated vegetable on your plate...

...and should you "accidentally" drop that hated veggie on the floor...

...and should someone say, "You can still safely eat that"...

...you can whip out the 48-70% bacteria risk factor mentioned earlier to solidly argue why that hated veggie should head to the trash (if the dog hasn't already eaten it). Yes, it's twisting the truth a bit, but hey. When someone backs you into a corner, sometimes it's either you or the vegetables.

You just have to be careful about two things:

1. Depending on what veggies you prefer to avoid, you may be denying yourself one key natural nutrient for weight loss, energy and good health:

== >> [Check It Out Here - Slim Down FAST With This 1 Key Nutrient...](#)

2. You only want to play the "accidentally" dropped food card once in a while, and never more than twice during the same meal. Anything more and people will either see through your scheme or conclude that you never quite learned how to use utensils.

I'm pullin' for you. :)

XXXXX

Senior Nutritionist

Optimal Health & Wellness

PS: What about double-dipping? Is that safe? I'll tell you in my next email, and the answer may surprise you.