Obesity is currently the second leading preventable cause of death. While there are multiple factors that contribute to obesity, recent research has revealed the many of the foods we regularly consume contain excessive amounts of added sugars. Studies show that excessive sugar intake is linked to weight gain and medical conditions such as metabolic syndrome. Moreover, several studies now suggest that sugar intake leads to further overeating that is fueled by activation of the brain reward systems that are similar to what occurs during addiction to drugs or alcohol.