

WHAT HAPPENS AN HOUR AFTER DRINKING LOCAL, SUSTAINABLE, ORGANIC KALE JUICE?

1

FIRST 10 MINUTES

You are overcome with a sense of smug satisfaction. You didn't just make a healthier choice than those fools drinking caffeinated, sugary beverages. You're a better person.

2

20 MINUTES

Self-righteousness begins to affect the left half of your brain, suppressing logic and stored memory. "This organic kale was grown without pesticides," you say, forgetting that "organic" doesn't mean pesticide-free. Highly toxic pyrethrins, rotenone, and copper sulfate are all approved organic pesticides.

3

30 MINUTES

The smug begins to affect your hippocampus, a part of the brain essential to rational thought. "That Food Babe woman on the Internet says you shouldn't eat ingredients you can't pronounce," you think. Except, kale naturally contains hard to pronounce isothiocyanate, neochlorogenic acid, and many other carcinogens made by Mother Nature.



4

40 MINUTES

Sanctimony seeps into your pre-frontal cortex, resulting in impaired reasoning. "Thank goodness there's no such thing as GMO kale!" Who cares that every reputable scientific body has found GMOs to be safe. You learned how bad they are from a clever Facebook infographic. Also, you now understand how NASA faked the moon landing.

5

50 MINUTES

Damage to your frontal lobe causes you to make absurd claims: "This kale came from a local farmer's market, and that means fewer food miles than food shipped cross country." By now, you're completely oblivious to how local food production is often more wasteful and emits more pollutants than shipping food from places where it grows more efficiently.

6

60 MINUTES

You're proud to be a free-thinking nonconformist, like all your friends who believe exactly the same things you do. Now, you have an insatiable desire to force everyone to drink local, organic kale juice too, so they can be individualists like you.