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**FATAL IMPACT OF COCA-COLA ON PEOPLE'S HEALTH
AND ENVIRONMENT**

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Coca-Cola is one of the most recognizable brands in the world. The company claims to adhere to the "highest ethical standards" and to be "an outstanding corporate citizen in every community we serve". Yet Coca-Cola's activities around the world demonstrate quite another situation. Have you ever wondered why Coke advertised with a smile? Because it makes you get high though this company removed the cocaine almost 100 years ago. Why? As it was redundant.

First brewed by Dr. John Stith Pemberton in 1886, Coca-Cola has grown into the world's best-selling soda brand. According to trade publication "Beverage Digest," Coca-Cola held a 17 percent share of the U.S. soda market in 2009, selling nearly 1.6 billion cases. For all its successes, Coca-Cola has been singled out on numerous occasions for its negative health effects: it causes gastritis, ulcer of the stomach, dental caries, softening of bones, oncology, addiction and rickets.

Coca-Cola has been accused of dehydrating communities in its pursuit of water resources to feed its own plants, drying up farmers' wells and destroying local agriculture. The company has also violated workers' rights in countries such as Colombia, Turkey, Guatemala and Russia. Only due to its multi-million dollar marketing campaigns can Coca-Cola sustain the clean image it craves.

As the biggest beverage company in the world, Coca Cola has exercised its power to burnish its image by doing good things. A few years ago, for instance, it launched a campaign that promised to reduce negative opinion about the company's giant environmental pollution with investments in new trucks, new vending machines, and "water neutrality" in places where it operates.

In India the production of Coca-Cola causes anxiety, especially people worry about the water used to produce Coke because it may contain unhealthy levels of pesticides and other harmful chemicals.

Hence, it is obvious that it does not belong to a person's diet who is seeking optimal health, but I would go even further and state that it does not belong to the diet of a person who is even seeking average health.