

Tax on Soda: How much more would you pay?



Vending Machine = ¥100

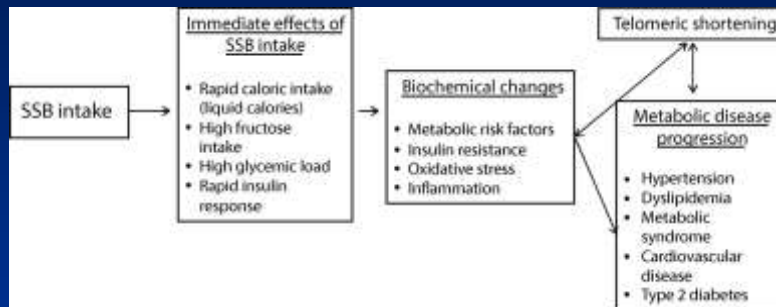
¥110? ¥125? ¥200?



Would you drink something else?

Disease Relationships of Dietary Sugar

SSB = Sugar Sweetened Beverages



"Soda and Cell Aging" American Journal of Public Health; Volume 104, Issue #12; December 2014; Cindy W Leung, et al