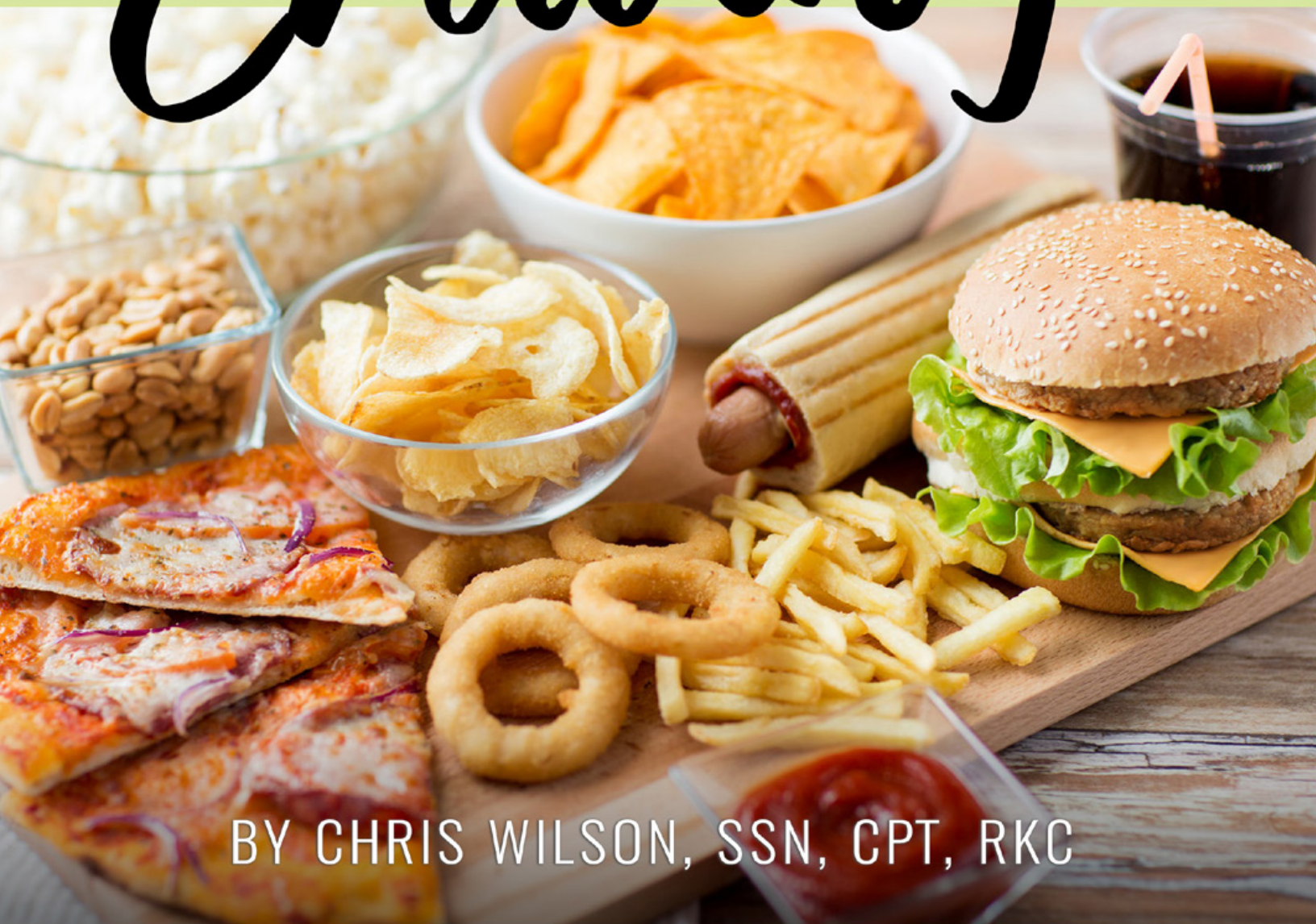


6 WAYS TO TAME YOUR **APPETITE &** *Cravings*



BY CHRIS WILSON, SSN, CPT, RKC

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INTRODUCTION THE 'NOT SO' WONDERFUL WORLD OF SUGAR

I used to LOVE eating Frosted Flakes for breakfast!

Crunching those crispy little sugar flakes put a smile on my face every morning. I always looked forward to drinking down the super sweet milk left in my bowl after the last bite.

That was a long time ago...

Back in high school and college, eating a breakfast high in sugar didn't really affect me, at least it wasn't making me fat. Of course, back then I also exercised about 3-4 hours per day!

But we get older, we become less active and nutrition becomes significantly more important to our health and our longevity. The trouble is, our **desire** for crunchy sugary flakes remains.

See, we started something that's very hard to stop, the NEED for processed foods.

Many of us as kids drank soda, ate sugary cereals, scarfed down donuts and



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filled our bellies with ice cream and frozen treats all summer long. Obviously, we realized that these foods items were not healthy and our parents attempted to regulate how much of this “crap” we put into our system but we still craved them just the same.

Unfortunately, the desire for fake processed foods is a strong one and one we don't easily outgrow. Our reward center in the brain releases dopamine when we eat high sugar foods and this temporary high we get is very addictive.

What this teaches us from a young age is ‘eating for enjoyment’ rather than eating for survival.

We begin to associate ALL meals with enjoyment and not simply sustenance to live well or to put it another way, we often end up eating for pleasure and less for calories to function and perform.

And these cravings for crappy processed foods only perpetuates our inability to take control of our weight and our hunger.

People don't crave vegetables and bland foods, we all crave fat and sugar because we programmed ourselves that way over a period of years. I don't know anyone who sits down for a huge bowl of cauliflower after a long stressful day. Do you?

This unhealthy connection to food is called **Emotional Eating** and it's playing serious games with your appetite and your health.

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EMOTIONAL EATING & APPETITE CONTROL

Our culture is abundant with food choices which is good and bad. Good of course because food is so accessible to everyone and few people go hungry but bad because that has worked AGAINST us in our meal decision making.

People turn to horrible, high calorie garbage when they're stressed out, depressed, angry, in a rush and sometimes even when they're happy. Basically, it has become far too easy to make awful food choices and it's messing with our appetite in a big way.

We use foods as a comfort, as a crutch and as a celebration because sweet tasting treats and deep-fried goodies make us feel better...at least temporarily. I'm not going to get into junk food regrets and overeating, just understand that we turn to food for a variety of reasons for temporary enjoyment.

The first thing we must all recognize is that emotional eating is a BAD habit and bad habits die hard.

Therefore, they need to be changed and not necessarily stopped. That's where so many diets fail. "Stop eating this, never eat that!"

People can't meet the demands of



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a super restrictive diet and after only a few weeks they throw in the towel. They give up and go right back to what is easy and comfortable and end up repeating this cycle over and over again.

Since it's nearly *impossible* for most folks to stop a bad habit, we need to find ways to replace things. We must replace some of the worst offenders with healthier options. The good news is people can modify behavior successfully as long as the change happens slowly.

One of the best ways to begin this shift from processed food cravings to healthier whole foods is with a snack. There will be more on snacking later in this report but as I mentioned, the change needs to happen in small increments. Over time, one healthier snack per day can lead to two and eventually one full meal that's substantially more nutritious and so on.



As the poor quality, sugary processed foods get omitted from the daily diet here and there, the need for them decreases. The body is remarkable in that regard. Once you begin eating less of something, your craving for it fades. It's getting to that point that's so challenging for most.

But by incorporating the methods below, we begin to gain control over our appetite and cravings. Not to say you won't want a piece of chocolate cake or a bowl of ice cream from time to time but the dependency on them won't be so high.

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The dessert foods and “reward” foods that have become so routine for many will be more occasional as the desire for them diminishes.

This is where supplements like high quality shakes and bars are helpful tools in our quest for fat loss and appetite control but we shouldn't rely heavily on them for optimal health.

We must ALWAYS remember that whole foods are the key to taking control of our appetite and managing our cravings. We need to make whole foods our best friend in the fight to tame our hunger!



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6 WAYS TO TAME **YOUR APPETITE & CRAVINGS**

1. Become a Food Prep Master

In order to eliminate poor decisions and take control of your appetite you need to prep snacks and meals the day or night before but planning your meals in advance is not easy, I get that.

Many people across the world just get up, maybe eat something with their coffee or tea and then go to work. Here is the first major mistake. Try to always eat something at breakfast time even if it's small and you're not really hungry. But why?

Chances are if you eat something at home before you leave, it is healthier and less calories than what you'll end up getting later when you're much hungrier; like that Danish, Donut or Bagel in the breakroom at work.

For breakfast, have a Greek yogurt, fruit, oatmeal, protein shake, eggs, avocado or whole grain toast with peanut butter. These are just some of the options that will sustain you and keep you from making poor decisions later.



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Plus, this helps to jumpstart your metabolism and gives your body and brain some much-needed energy. To make this easier, set something out the night before as a reminder. Help yourself out, make it easy to succeed rather than easy to fail.

Next comes lunch.

At lunch time, people go out to eat with co-workers or grab something quick from a vending machine, convenient store or fast food restaurant and sometimes continue working. I will come back to fixing this meal in just a bit but I must first touch on dinner since it's critical to your lunch success.

Dinner might be the ONLY quality meal people eat all day long, the trouble here can be portion control. If you failed at eating breakfast and snacked your way through the day with treats from the vending machine or fast food junk, you're going to fail come dinner time and here's why.

Even if you start with a nice colorful plate of food and perhaps a salad, there comes the desire for a second plate of food. This is where we really hurt ourselves. Calorie overload.

If you've done a poor job all day long at feeding yourself, eventually it catches up to you. You walk in the door and say, "Honey! I'm starving!" So, you scarf down double or triple the calories you should and you're left uncomfortable, this is also known as a food coma.

This style of eating does not help your appetite OR your cravings but people will justify it by saying, "But I barely ate anything all day long, I deserve it!" I guess they forgot about the donut, bagel, cookies, chips and sodas they had from late morning through lunch?

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This is not the warrior diet or some twisted form of intermittent fasting. This is just lousy eating that spikes and crashes our blood sugar levels and wreaks havoc on our appetite.

In fact, it encourages weight gain, a confused metabolism and over time this can lead to poor health. Luckily this can be fixed with a little thing called preparation. Here's how you become a master eater...

When you make dinner, make enough for several days. This is called cooking in batches and this works great with most meals as long as you have enough containers to portion the food intelligently. This is how you win at eating lunch because now you have better lunch options for the next few days. Most high-level fitness experts and health leaders promote this style of eating because it works!

Bring a small cooler with you to work and limit how often you hit the convenient store or vending machine for lunch. Remember, your body actually wants whole foods, not crap. When you eat foods that satiate your body and provide quality nutrients, your cravings die and you function better. Your mental clarity is enhanced and often you find your mood is also improved.

If more people just prepped their lunches and brought a healthy snack to work, they'd lose weight, have increased energy throughout the day and do a far better job at controlling their cravings and appetite.

BONUS TIP: One more tip to help you tame your appetite is to order food items at restaurants that aren't on the menu, at least not prepared the same way.

You can eat clean at most restaurants, they will prepare your food cooked to order if you just ask. Ask for the chicken but not in the cream sauce, ask for the fish but not deep fried, ask for the salad with dressing on the side and avoid the

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creamy ones. Get an extra vegetable side instead of fries, tell them 'No Thanks' when they offer bread and drink water before you eat and during your meal to help fill you up faster!

2. Fruits & Veggies with EVERY Meal

I'm certain this is nothing new for you. Surely, you've heard or read before that fruits and vegetables are loaded with nutrients our bodies require to function properly. Even better, many of them taste amazing.

Produce is truly the way to go. Eat a salad, have an apple, dip some celery, carrots or peppers into some hummus and you won't ever regret it.



Here are 3 quick reasons why fruits and vegetables should always be part of your meals and snacks:

1. **High in Dietary Fiber** – Dietary fiber is an indigestible part of fruits and vegetables that help move food through the digestion system, do a great job of filling up our bellies and help regulate our blood sugar levels.
2. **High Water Content** – Most fruits and vegetables are at or above 90% water. That means they not only provide massive amounts of vitamins and minerals that your body needs, they also hydrate you which is huge since so many people go through life dehydrated which contributes to screwed up appetites. I will cover that more in depth in the next section.

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3. Low in Calories – Many fruits and vegetables are lower in calories than the packaged and processed snacks people consume every day. This is why with nearly any kind of diet, it is always encouraged to eat as many vegetables as you want and a moderate amount of fruit only because of the sugar content in some of them. Below are some low glycemic fruits which means they are lower in sugar than other options.

Here are my **TOP 5 Fruits** and **TOP 5 Vegetables** based on the criteria above:

TOP 5 Fruits	TOP 5 Vegetables
Dark Red Cherries Apples Grapefruit Pears Strawberries	Broccoli Brussel Sprouts Peas Spinach/Kale Peppers

Be sure to rotate between fruits and veggies and eat them seasonally. This way you get plenty of variety. They will fill you up, help you cut down big time on high calorie processed food items and regulate your blood sugar which keeps your appetite and cravings in check.

3. Drink More Water

The body is 60% water. Without water, we die. After the air we breathe, it comes down to water intake. That's about as straight forward as you can get but there's more to it.



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Another thing to remember with water consumption is to drink actual water and not juices, sodas, coffee and teas. Sure, those things hydrate too but nothing should ever replace water all by itself. Many of the things we drink are diuretics which means they make us lose water faster.

An easy way to begin drinking more water is to start your day with a large glass of water. This immediately helps with circulation, digestion, energy, mental clarity, transportation of nutrients, skin condition, body temperature regulation and more.

Also, be sure to increase water intake at every meal and with snacks to help better satiate the body, improve swallowing and mouth hygiene and improve the digestion of the foods you're eating.

One of the most important side effects of drinking enough water is your thirst control. When we are dehydrated, it is very easy to confuse thirst with hunger. So instead of drinking a nice large glass of refreshing water when we need it, we run to the store for junk food.

This is why the morning cup of water and the many cups throughout the day with meals and snacks helps to regulate our hunger and keep us from turning to food when we just need a few gulps of good ole H₂O!

4. Become a S-L-O-W Eater

"Don't be in such a rush to devour your food."

"Take your time and actually chew your food."

"Don't just shove it down your throat, you might choke!"

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“Are you even tasting your food?”

Does any of that sound familiar? Maybe you heard something different growing up but regardless, the advice was solid even if your parents didn't completely understand why beyond their interest in your not hurting yourself.

Eat slower please. Simple advice but so important.

Eating your food slowly is best for several reasons, the first being avoiding overeating. By taking the time to chew and swallow, you give your brain time to register that you're full or at least content.

Without getting too scientific, after 20 minutes, your stomach tells your brain that you're not hungry anymore. I will get into more detail about these 'hunger hormones' with the sixth way to control your cravings and appetite.

This 20-minute rule will help you avoid eating until you have to unbuckle your pants or lie down on the sofa like a bloated tick. This is the difference between a modest amount of food and enough for two large people.

If you eat fast, you gorge yourself with tons of calories that you don't need and by the time you realize you're full, you're actually STUFFED. And getting stuffed is painful and unhealthy.

On special occasions like Thanksgiving Day or Easter, it's understandable if you go overboard and lie around like a zombie for a few hours napping. The real threat is doing this routinely or daily.

The extra calories from eating super-fast will quickly stack up and soon you will see some serious weight gain, have trouble getting to sleep and sleeping well,

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experience heartburn and breathing issues. Eventually this can lead to things like Diabetes and Heart Disease to name a few negative consequences.

So, start to eat slowly, enjoy the texture of your food and the flavors. This will not only save you from consuming too many calories but also from those cravings that come directly after a meal for sweet things.

If you're tasting your food and chewing each bite fully, your desire for more food after your meal will decline. You may still have the occasional dessert but you will have more self-control with portion control and frequency.

5. Snacking Smart Can Change Your Life

Snacking between meals with the right items will help keep our hunger from skyrocketing out of control and help us avoid high calorie meals, especially at night.

Buy some healthy snacks for your home and for work. Have things like nuts, fruit, seeds, minimally processed protein bars and so on hanging around so that you don't have to go far for something nutritional.

Having a few tasty, healthy treats with you at all times can be a life saver and calm those cravings for processed foods like candy bars, chips and crackers.

Even if we eat a really good breakfast, lunch and dinner, we can totally mess up our day with a few bad, high calorie snacks. These high sugar, high fat (not the



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good kind) foods jack up our blood sugar levels, don't provide quality nutrients and leave us wanting more because they quickly break down in our gut and do a lousy job of satiating our body.

Below is a list of my Top 15 Snack Items:

TOP 15 Snacks	
<ul style="list-style-type: none">- Mixed Nuts - almonds, cashews, pistachios, walnuts, Brazil nuts- Berries (black, blueberries, strawberries)- Rice Cakes with a smear of natural peanut butter- Celery with natural peanut butter- Hard-Boiled Eggs- Grapes- Apples	<ul style="list-style-type: none">- Dark Red Cherries- Pears- Pumpkin Seeds- Greek Yogurt- Cottage Cheese- String Cheese- Grass Fed Beef Jerky- Dark Chocolate – 72% cacao or higher

Becoming less “attached” to processed, chemically altered foods by eating these healthier, more bland snacks, will lower cravings for sweets and drop interest in crappy food items over time.

If you're still feeling hungry after making better choices it might be helpful to consider adding a natural appetite control supplement.

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6. Write Down TOP 5 REASONS for Living a Healthier Life

I know, sounds corny but writing things down works and that's a fact!

Plus, the more personal it is, the more powerful it is. Be honest with yourself and give this some thought. What are the things in life that excite, inspire and motivate you?



Now everyone has different reasons for taking control of their health. It may be to lose weight for a special family celebration, to get fit for a 5k running event or to make getting down on the floor to play with your children or grandchildren easier.

Whatever the reasons are, they mean something really important to you. And that's all that matters. If you're constantly reminding yourself about those reasons, you're more likely to avoid certain late night cravings or skip unhealthy snacks throughout the day because you're committed to your reason(s).

Give those reasons the power they deserve...

The doughnut or slice of pizza loses its power when you're comparing it to your special family event and how amazing you'll look and feel.

The bowl of ice cream or bag of chips loses its power when you're comparing it to the feeling of crossing the finish line in your 5k run.

The chocolate bar or cookie loses its power when you're comparing it to spending quality time with someone you love, like a child or grandchild.

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It's not to say you can never enjoy something sweet, salty or fried every once in a while. The fact of the matter is the less you tempt yourself with unhealthy food items, the less you desire them.

Save them for special occasions and think of them as rewards and not on the daily menu.

This simple list of reasons for living a healthier life when combined with the other 5 ways to tame your appetite and cravings can make a huge dent in your overall health and wellness.

So start brainstorming now and figure out the TOP 5 REASONS you want to live a fuller, healthier and longer life. Remember, it's the simple things and subtle changes in life that can make all of the difference in the world if done consistently.

Speaking of simple things and subtle changes, did you realize that you can shift stubborn body fat without spending hours exercising?

That's right, you can literally stretch your way lean.

Special Report:

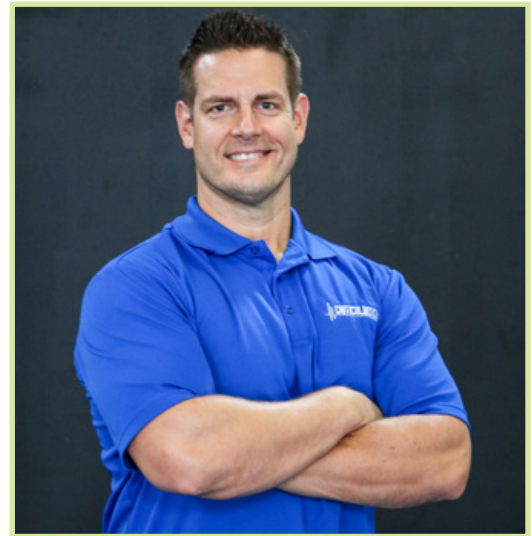
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ABOUT THE AUTHOR

Chris Wilson has worked in the fitness industry for over 20 years. He has seen and done it all from working the front desk at health clubs to personal training & coaching to managing entire fitness facilities.

Chris became a Certified Personal Trainer in 1999 with NASM and has worked with clients from 10 to over 90 years old. He is a Specialist in Sports Nutrition with the ISSA and Certified Kettlebell Instructor with the RKC.



He now resides in sunny Clearwater Florida with his wife Samantha and their beautiful children Kellan and Camryn. He loves football, dogs and cats and listening to podcasts while driving :)

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