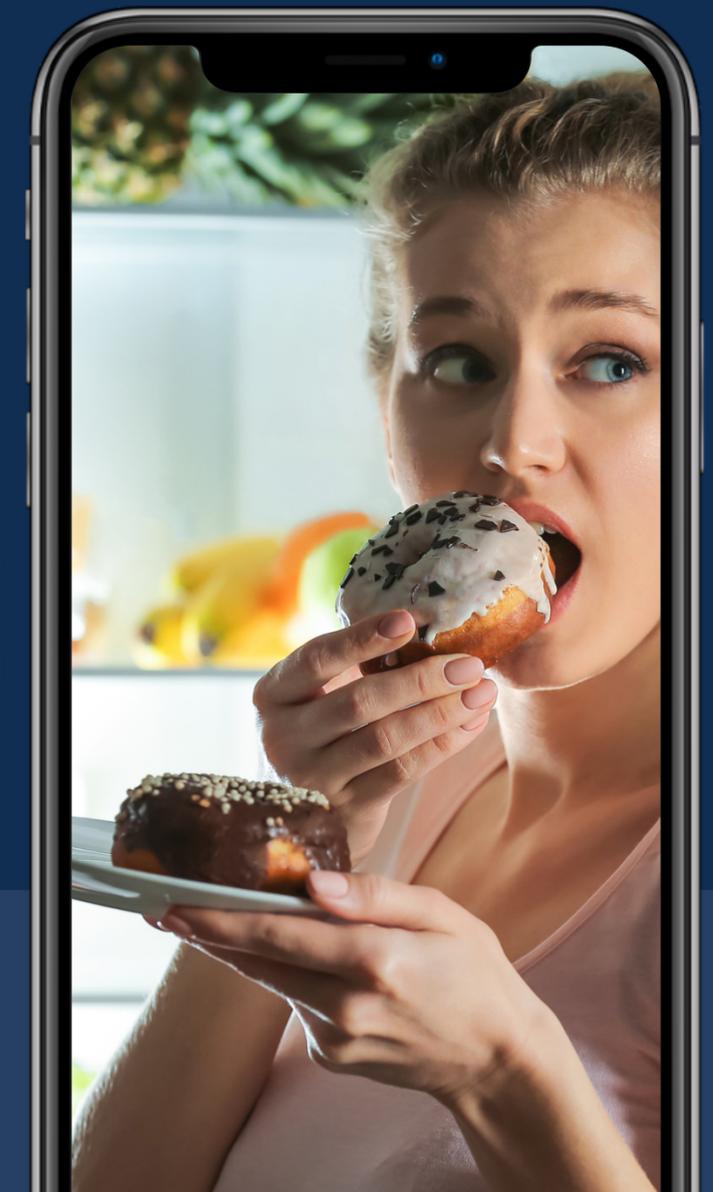
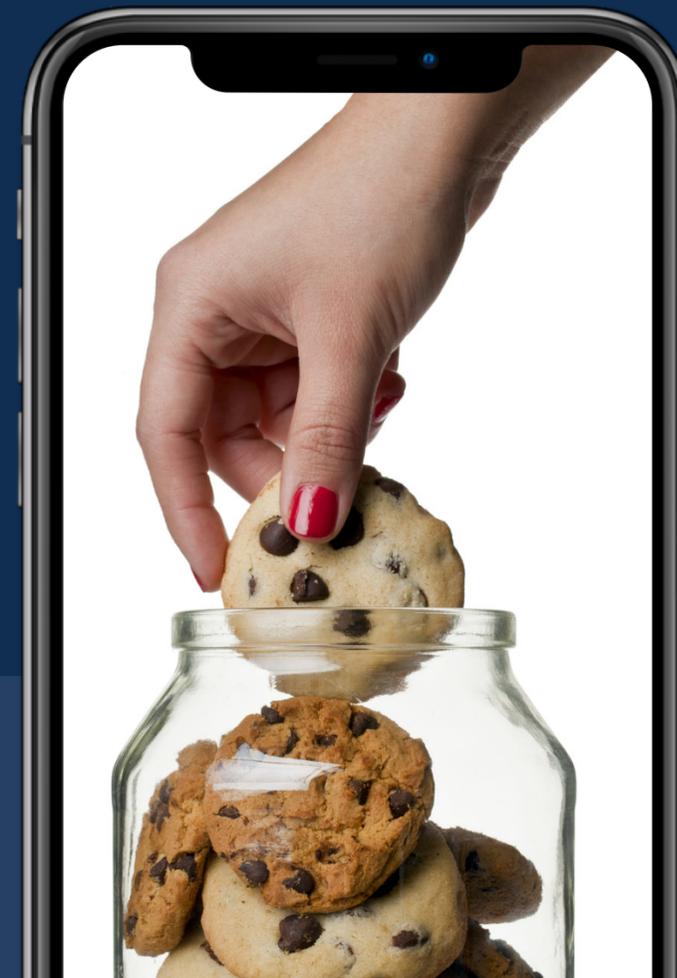


Hunger Cues, Cravings, & The Sweet Tooth

REDUCING BODY FAT

5-Week Special Series

episode 3



Why Do We Have Cravings?

There are a few reasons for why we have cravings

1. Physical Hunger

- a. Physical hunger doesn't always feel like belly grumbling
- b. Chronic under eating can lead to chronic cravings and bingeing
- c. **Fix: Eat enough calories throughout the day**
 - i. **The longer you've been under eating, the longer reverting may take**

2. Restriction

- a. Restricting the amount of food, a certain food, or timing of food
- b. Fun fact: Just the thought of restricting can make our brains cue up a binge
- c. Demonizing vs. praising food
- d. **Fix: Neutralize all foods! Allow yourself to eat what you need, when you need**

3. Emotions

- a. Oftentimes we use food to cope with our emotions
- b. Identifying emotional hunger vs physical hunger
- c. **Fix: Feel your emotions! Take a beat to check in and see what's actually going on**

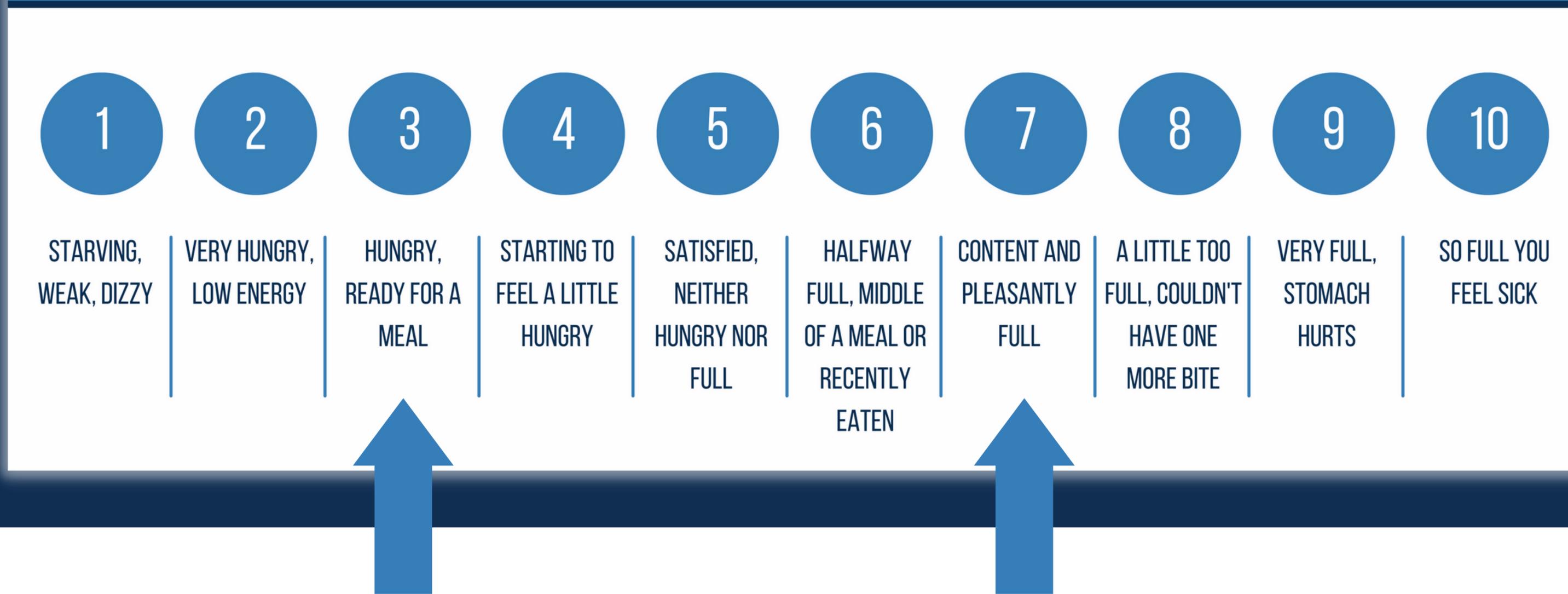
4. Habits

- a. Do you eat or crave dessert every night? Why?
- b. It's actually unusual for us to have the exact same eating patterns everyday
- c. **Fix: Use hunger and fullness cues to check in and break the rhythm.**



Start a conversation with your brain and stomach.
You'll soon realize that the more control you give you body, the more control you will actually have.

HUNGER & FULLNESS SCALE



Case Study 1: Sugar Cravings

40 year old SAH mom with the goal of losing body fat. She goes on a 30 min walk 3x/wk with her friends, lifts at the gym 2x/wk for 30 mins.



Struggles/Pain Points:

- Is constantly craving desserts as well as salty snacks like chips and pretzels
- Skips breakfast
- Overeating at night
- Last supper syndrome
- Loses control around desserts if they are in the house

Small/Weekly Goals:

- Add in breakfast
- Balance out meals to combat late night eating
- Work on giving self permission to eat to combat LSS + loss of control
- Increase caloric intake to combat cravings

Case Study 2: "No Hunger"

35 years old. Remote worker - high demand tech job where he rarely leaves his desk, no spouse or children. Working on body recomposition.

Struggles/Pain Points:

- Eats very little throughout the day
- Isn't hungry enough to eat his recommended calories (2400 calories)
- "Too busy" to eat

Small/Weekly Goals:

- Eat every 3-4 hours on schedule (set reminders)
- Balance meals, even if they're small
- Exercise for digestion
- Next meeting: work on hunger and fullness cues



Case Study 3: Binge Cycle

29 y/o male, teacher. Plant based. Goal is to eat healthier and have more energy.



Struggles/Pain Points:

- Binge/restrict cycle
- Crashes at 2pm every day and binge eats when she gets home
- unsure how to approach dinner

Small/Weekly Goals:

- Eat a meal or snack every 2-4 hours
- Make meals an experience
- Practice using hunger and fullness cues
- Join a group fitness class 2-3x times a week



FAQ

1. How do you know if your metabolism is working properly? **There are multiple ways - first and foremost, pay attention to your hunger cues.**
2. How do I deal with a “sugar addiction”? **Break the cycle! Check in with your cravings and make sure you're eating enough. Don't demonize sugar, instead, work on balancing it out.**
3. How do I stop a binge in its tracks? **Take a moment to be present. Eat food if you need to. Make it balanced.**
4. If I allow myself to eat my guilty pleasures, won't I just only eat brownies and cookies forever? **No! You're body is very intelligent- it knows what it needs. You may feel that way at first, but you'll give it up pretty quick once you realize it's always available.**

Main Takeaway

The more control you give your body + your mind, the more control you'll actually have. Step away from heavy restriction and instead look to properly fueling yourself.

Homework:

Reflect on your goals and make sure you are setting yourself up for success.



Thank You!

Any questions?
Ask away!

