

## A CLEAN EATING FOUNDATION

### PLANT-BASED PROTEIN

**TOFU** is soybean curd, it is a popular vegan meat substitute, for it even takes on the flavor of any seasoning you add to it.

**SEITAN** is a vegan protein made of wheat gluten. If you are allergic to soy but not to wheat, it may be a good protein for you.

**TEMPEH** is made of whole soybeans fermented into a block. It has a toasted, nutty flavor that is perfect for grilling or stir frying.

**BEANS AND LEGUMES** are some of the most cost effective protein sources available. Not only are they a great source of protein, they are also a great source of fiber, magnesium, and iron.

**SEEDS:** Chia seeds have 5.1 grams of protein per ounce, flaxseed oil has 7.3 grams per 1 tablespoon serving, and walnuts contain 2.6 grams per ounce. These are also some of the best plant sources of omega-3 fatty acids—excellent for your heart and brain health.

### ANIMAL PROTEINS

**SALMON, COD, SARDINES, AND MACKEREL** are the better sources of fish for consumption; smaller fish tend to swim closer to the surface of water and carry less mercury.

When buying whole fish, take a good look at the eyes and gills; the eyes should be clear, not glazed

over, and the gills should be red. Fish should also have tight skin and a clean smell. Fish fillet and steaks should be bright and clean in color—not murky. Always ask when the fish came in, and if it has been sitting on display for more than a day you might want to consider other options.

**EGGS** are a complete protein, they provide all essential amino acids the body needs. They are a great source of protein, especially when added to a meal of grains and vegetables. Look for “certified organic,” “free-range,” “certified humane,” and “Grade A pastured” on the package.

**DAIRY** can be controversial. Many argue that it can lead to digestive issues, allergies, or mucus, while others enjoy dairy symptom free. Experiment with dairy and see how it affects you. Choose high-quality products labeled “pasture-raised,” “free-range,” “organic,” or “grass-fed.”

If dairy does not work for you, other options are soy (non-GMO), rice, oat, coconut, hemp, and a number of nut milks including almond and hazelnut. When choosing non-dairy milk, purchase as unsweetened as possible and pick labels with the fewest number of ingredients.

**GHEE** is used like butter, it adds a delicious nutty flavor to vegetables and can be added to grains after they have been cooked. Ghee also can help balance excess stomach acids.

### WHOLE GRAINS

**WHEAT GRAINS** include bulgur, cracked wheat, spelt, and wheat berries. However, products that claim that they are “whole grain” should list a pure

whole grain first, not a name like “enriched wheat” or “enriched flour.”

**WHEAT-FREE AND GLUTEN-FREE** grains include amaranth, buckwheat, millet, rice, quinoa. Oats are inherently gluten free but look for “certified gluten-free.”

## OILS

**OILS** are basically fats that are needed for everything from brain function to vitamin absorption. However, you CAN get great healthy fats from oils, nuts, seeds, coconuts, and avocados. In choosing oils, follow this advice.

- Avoid oils that are hydrogenated or bleached.
- Look for brands that are cold-pressed and unrefined.
- Olive oil is great for salads and grains.
- Sesame oil has a nutty flavor.
- Coconut oil has a smooth coconut taste.
- Almond oil, avocado oil, hazelnut oil, and high-oleic sunflower oil are also options.

## CONDIMENTS

**HEALTHY SUGGESTIONS INCLUDE:** Gluten-free soy sauce like tamari, apple cider vinegar, balsamic vinegar, hot pepper, sesame oil, cayenne pepper, hot sauce, tahini, nut butters, and nutritional yeast (which has a cheesy flavor that is loaded with protein and B vitamins).

## HERBS AND SPICES

**HERBS AND SPICES ARE FULL OF MEDICINE** and flavor! Basil, oregano, thyme, and bay leaves are great on whole grain bread with garlic and olive oil. They also complement meat. Coriander, cumin, ginger, cardamom, and nutmeg enhances the flavor of vegetables and makes them more digestible. They can also improve the digestion of dairy, fruits, and desserts.

**STEVIA** is a natural plant extract. It contains zero calories, is 200 times sweeter than sugar and will not raise blood glucose (blood sugar) level. Use in small amounts.

**SALT** should also be used in small amounts. Choose either pink Himalayan or naturally harvested sea salt.

**“Food is a gift and should be treated reverentially—romanced and ritualized and seasoned with memory.” -Chris Bohjalian**

# CURB CRAVINGS

“BUT, WHAT ABOUT MY CRAVINGS?” is a common question I receive. People either feel attached to their comfort foods or believe that it is impossible to give up the habit. Cravings are an addiction as well!

Below is a chart of the possible causes behind your cravings and suggestions for other healthier food replacements.

## DEFINING A CRAVING

MERRIAM-WEBSTER’S DEFINITION OF THE TERM “craving” is an intense, urgent, or abnormal desire or longing. Here, it applies to unhealthier food choices or amount of consumption.

**OUR BODY IS A BIO-COMPUTER.** However, like other computers, glitches exist in the form

of unhealthy cravings. Luckily, eating healthy can include a rewarding INDULGE MEAL. Indulge meals can be executed in various ways, but one example would be to create a healthier version of your craving. So long as you are conscious of your craving, it is possible to enjoy the craving without feeling guilty!

**ASK YOURSELF: AM I ACTUALLY HUNGRY** or is there another explanation (or underlying reason) for overeating?

One light meal and a few healthy snacks throughout the day will suffice if executed properly. You can avoid that uncomfortable “stuffed” feeling from overfilling on non-nutritious foods.

## THERE IS NO SECRET TO WEIGHT LOSS.

A well-fed and nutrient-filled body will reduce unhealthy cravings, since it allows the body to feel satiated fast. The answers to your problems do not have to be found in the “comfort” foods of your pantry or local takeout.

## CRAVINGS & DEFICIENCIES CHART

CRAVING:	POSSIBLE MISSING NUTRIENT:	RECOMMENDED REPLACEMENT:
chocolate	magnesium	raw nuts, seeds
sugar	chromium, carbon, tryptophan, phosphorous	broccoli, beans, kale, cranberries, raisins, sweet potatoes, spinach
bread	nitrogen	nuts, beans
fatty foods	calcium	broccoli, mustard greens, kale, sesame
ice	iron	seaweed, greens
charred foods	carbon	fresh fruit

## IDEAL ADVICE

Hunger is tricky. Cravings are confused signals that disturb your hunger and satiety. They can mask your true urge to eat well and eat less. Here are tips to help you conquer cravings!

- Protein is your friend! Consume protein-rich, plant-based foods and snacks as they will provide an energy-filled and power-sourced body all day.
- Shake it 'til you make it. High-plant protein shakes will also fill you and enable better eating choices.
- Recognize the craving—then master it by using mindfulness and digestion science.
- Drink a glass of water or hot tea. When feeling hungry, you might actually be thirsty!
- Exercise. Any movement counts! The more you move, the more your metabolism will support your weight goal.

- Be your own Portion Patrol. Enable your satiation cues to guide you toward a fulfilling portion and away from overeating.
- Decrease stress through meditation. Meditation can train the muscle of the brain how to focus, switch tracks of thinking, and therefore make better decisions.
- Sleep is medicine!
- Spend time with good friends; this can help take up time and increase mood, so you will be less likely to indulge in overeating or emotional eating.
- Drink sugarless and dairy-free coffee with a milk-substitute, such as almond milk.
- Eat more dark chocolate. Dark chocolate stimulates taste receptors and circulates ghrelin, which regulates hunger. The more dark and bitter the chocolate is, the better.

## IDEAL ACTION

Keep a food journal throughout your weight loss journey. Do at least 5 of the above-mentioned recommendations for a week. Start to notice the difference. Trust your gut about what feels the best and what foods provide the best energy. As you track your eating, your food awareness will increase.

# ATTACK FOOD ADDICTION

## WHAT IS FOOD ADDICTION?

IN ORDER TO UNDERSTAND more about cravings and compulsive binge eating, let's turn to the Yale Food Addiction Study. This groundbreaking work took the same criteria for determining substance abuse and drug addiction and applied it to the way we consume food.

### THE YALE FOOD ADDICTION QUESTIONNAIRE

- Do you consume foods even if you are not hungry because of cravings?
- Do you worry about cutting down on certain foods?
- Do you feel sluggish or fatigued from overeating?
- Do you have health or social problems (affecting school or work) because of food issues and yet keep eating the way you do?
- Do you spend time dealing with negative feelings from overeating certain foods?
- Do you have withdrawal symptoms such as agitation and anxiety when you cut down on certain foods?
- Does your behavior around food and eating cause you significant distress?
- Do food issues decrease your availability to function effectively?
- Do you need more and more of the foods you crave to experience pleasure or reduce negative emotions?

Did you answer "yes" to any of the questions? If so, you are not alone! This leads us to another question: What is the difference between a drug addict and a food addict? Not much, actually, in terms of brain activation. Studies have shown that sugar and junk foods flood the reward system in the brain with dopamine, "the feel-good" chemical we make (and often seek out), stimulating the same areas lit up by using drugs such as cocaine. If any of this doesn't sound ideal. . .well, it isn't.

You deserve better flow and control of your life around food! So, keep reading, I can help!

**NOTE:** *It is best to buy foods with fewer total ingredients and names that are easier to understand. Rethink your decision when you notice multiple ingredients with complex names that are difficult to pronounce.*

### DID YOU KNOW?

*Binge eating is a common symptom of food addiction. It is caused by tolerance, making the brain require a larger amount than before in order to reach the same effect.*

## WHAT ARE THE MOST ADDICTIVE FOODS?

THESE FOODS ARE TYPICALLY TASTY (enjoyable at first), but can create havoc on our system. Here is a list—avoid as many as you can.

**CASEIN**: dairy-containing foods are addictive. Cheese is the culprit here, as are heavy fats like ice cream.

**GLUTEN** is in so many carbohydrates, such as breads, cakes, pastries. While we associate it most with wheat, it is in many other grains like oats (due to contamination in the processing). Look for a GF stamp on packaging.

**SUGAR** affects the brain by increasing the release of dopamine, which is a neurotransmitter that creates a pleasurable feeling. An increased release of this same neurotransmitter is seen in those who use heroin, cocaine, and opioids. Imaging studies have also compared drug-addicted brains and sugar-addicted brains. . . and the end result is that they look the same. Furthermore, research on sugar and sugar substitutes show that they are four times more addictive than cocaine.

### HIGH FRUCTOSE CORN SYRUP

- Twice as sweet and addictive as sucrose (table sugar).
- Equally capable of causing liver damage as alcohol.

## SWEETENERS

Beware! Artificial sweeteners falsely stimulate your taste receptors so that the brain constantly craves sugar.

- These raise blood sugar and can cause digestive problems, especially when artificial or lab-created.
- Common artificial sweeteners to avoid:
  - aspartame acesulfame potassium (Equal)
  - sucralose (Splenda)
  - saccharin (Sweet n' Low)
  - dextrose
  - maltodextrin
  - maltitol (sugar alcohol)
  - sorbitol (sugar alcohol)

## IDEAL ACTION

**In your journal, write down the 5 most addicting foods you *will* overcome.**

Build your mindfulness around what you are consuming.

When reaching for food to eat, stop, breathe, and slow down.

Drink water or tea.

Ask yourself: *Do I really need this, or am I just being tricked because I am stressed or just overly tired?*

Create an affirmation: *I now overcome this craving.* Repeat out loud.