

The Power of Eating Psychology



Marc David
Founder



INSTITUTE FOR THE
PSYCHOLOGY
of **EATING**



Emily Rosen
CEO

Did you know that we're in the midst of a **silent, global epidemic** that touches almost every single one of us?

No matter where you live, how you spend your days or what your background is - this is an issue that I can almost guarantee impacts you or someone close to you.

I'm talking about *the challenges we face with food and body*.

Even though food - the very stuff we're made of - is an essential ingredient to a vibrant life, our relationship to it has grown collectively unhealthier and more chaotic over the years, and now we've reached a tipping point. We're bombarded constantly with diet and nutrition advice from a **\$500 billion global diet industry**, and still, the situation has never been more dire.

Our relationship with food is clearly disordered.

I'm not referring exclusively to the commonly known, classic "eating disorders" such as anorexia or bulimia. While these diseases are real, serious, and pose a definite challenge, I'm talking here about the food and body concerns that **the majority of us struggle with**.

I'm talking about issues like overeating, binge eating, endless dieting, emotional eating, body image, weight concerns, and also health challenges that have a psychological or emotional component, such as digestion, fatigue, mood, immunity and more.



The widespread nature of these concerns is why we need **an eating psychology for everyone.**

Eating Psychology is so important because everyone has a unique and personal relationship with food that's driven by their beliefs, mindset, emotions, and past. And Eating Psychology is so effective in addressing our challenges with food, body and health because it provides the right tools and strategies that can help catalyze lasting change with greater ease.

The Eating Psychology approach is...

- *For people who can't stop obsessing about food*
- *For anyone who's suffering after another night of endless eating*
- *For people who turn to food every time they feel uncomfortable or sad*
- *For those who've lost weight and gained it back countless times*
- *For those of us who hate our body*
- *For people who push their body HARD with exercise, yet never get the results they want*
- *For anyone who has ongoing or recurring health issues, has little time for self care, and lives in a state of perpetual overwhelm*
- *For those of us who feel that our experience of food and body is holding us back from living the life we're meant to lead*

And these are just some of the people who our approach can help. Dynamic Eating Psychology and Mind Body Nutrition, two fields that we've originated here at the Institute for the Psychology of Eating, can help us understand and transform these challenges like never before.



The world is **hungry for a new approach** and desperately in need of people who “get it.”

There’s a huge demand for people who are willing to not only do work on self, but can also learn to work with others in a powerful new way.

I’m the founder of The Institute for the Psychology of Eating, and having looked at this subject from all sides for over 30 years, I truly believe that we have some important insights to share with you - insights born out of real-life experience.

I’ve consulted with thousands of individuals in my clinical nutrition and eating psychology practice, and now I’m dedicating my efforts to educating coaches through the Institute’s *Mind Body Eating Coach Certification Training*.

After doing this work with students and clients for so many years, and having personally worked through my own challenges with food and body, I can sincerely say that there is indeed a **light at the end of the tunnel**.

I’ll say more about that soon. But first, I’d like to go a little deeper into the “silent epidemic” that I mentioned, and share some information that may surprise you.



Did you know?

- An estimated **108 million** Americans are on a diet
- Nearly **70%** of American adults are classified as either overweight or obese
- An unbelievable **98%** of those who lose weight by dieting **gain back the weight** they lost within one year
- Within about a decade, 67% of the US population will have some form of **diabetes**
- Approximately **75%** of all diseases could be prevented with better nutrition
- 9 out of 10 women in the US are **unhappy with their appearance**
- 81% of **10 year old girls** experience a fear of being fat
- Adolescent girls are more **afraid of gaining weight** than getting cancer, losing their parents, or nuclear war
- **2 out of 5 women** would *give up 3-5 years of their life* in exchange for weight loss
- Nearly **50% of girls aged 3-6** are already concerned about their weight
- 97% of women confess they have at least one **“I hate my body moment”** each day
- **74%** of Americans report that they live with ongoing digestive discomfort
- And in any given week, at least half of all adults complain of **low energy or fatigue**

Now while these numbers are pretty eye opening, there's an even *bigger* irony. On the one hand, we have millions and millions of people who are struggling in their relationship with food.



But on the other hand, we have an absolutely enormous multi-billion-dollar “dieting” industry - from doctors to weight loss clinics to surgeries to diet pills - telling us how to “fix” ourselves.

And yet, this avalanche of diet advice and products simply hasn’t worked. In fact, the situation has only worsened. And so we continue to suffer.

This is why we do the work we do, why we believe our certification training is so timely, and why we’re clear here at the Institute that *the world needs more Eating Psychology Coaches*.

What I find so poignant here is that our challenges with food and body *block* us from doing what we’re all really meant to be doing on Planet Earth in the first place - which is sharing our gifts, fulfilling our beautiful potential, and **living the life we’re truly meant to live**.



Just imagine all of the genius that's currently waiting to express itself - but its energy is buried under a food issue, a body image concern, or a health challenge.

We need to get ourselves to a whole new place.

A place where food becomes a source of nourishment and joy, rather than deprivation and dread.

We need to be released from food bondage so that at long last, we can lead a full and rich life, sharing our gifts with the world.

Each one of us has a unique and beautiful destiny.

It's time to claim that NOW.

And that's where **Dynamic Eating Psychology** comes in.



Here's the simple definition of this important new field:

Dynamic Eating Psychology is a **positive, empowering and transformational approach** to our relationship with food that's designed for anyone who eats. Each of us has a unique, fascinating, and ever-changing experience of food and body. Dynamic Eating Psychology affirms the importance of this relationship. It holds that food has important lessons to teach us if we choose to listen. It recognizes that our eating challenges are intimately connected to all of what makes us human – relationship, family, work, sexuality, spirituality, our search for fulfillment, and much more. And it sees our concerns with food and body NOT as an indication that we're broken, but as a **powerful opportunity to grow and evolve.**

Dynamic Eating Psychology is essentially your food and body STORY.



I've originated and developed the field of Dynamic Eating Psychology over the course of a lifetime. From an early age, I was driven by my own life threatening health challenges and a relationship with food that was extremely painful and confusing. *I searched passionately* for a greater understanding of nutrition and healing, and for a methodology that could transform the challenges of body image, unwanted eating habits, and a problematic relationship with food.

At some point I realized that until I understood the full spectrum of who we all are as eaters – I'm talking about **body, mind, heart and soul** – I couldn't fully help myself, or anyone else, for that matter.

This realization catalyzed a lifelong journey to **decipher and decode the psychology of eating**. I gradually developed the field of Dynamic Eating Psychology as a multidimensional approach that drives real and lasting results and gets to the bottom of what's really going on.

Here are a few examples that I hope will illustrate the ways that Dynamic Eating Psychology can help us address the most common food, body and health challenges of our time.



Weight

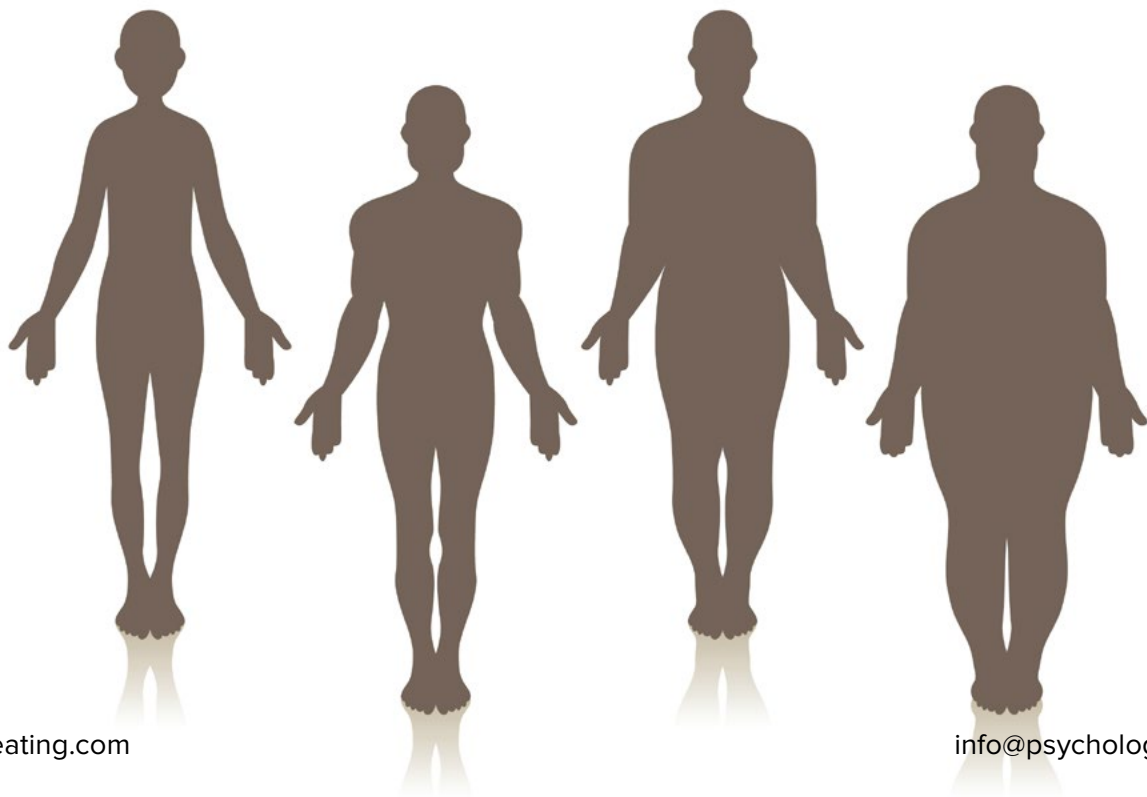
These days, weight is such a big concern that in the US, we're now talking about a national "obesity epidemic." Most of us have been taught that the royal road to weight loss is to eat less and exercise more. Well, if that strategy truly worked, it would have solved our collective weight issues long ago.

The reality is that **weight is a wonderfully complex topic**. So only when we're armed with the right understanding and distinctions can we finally make some headway on this challenge and help people find the lasting results they're looking for.

In our Mind Body Eating Coach Certification Training, we teach our practitioners how to understand the multitude of hidden causes that can contribute to weight gain or the inability to lose weight. Here are just a few of the many possible factors:

Endless Dieting

When we continuously diet or restrict our **calorie intake**, the brain takes notice. And it will literally signal the body to act as if it's on a desert island and vigorously slow down metabolism, because the brain thinks the body is starving. Simply put, restrictive dieting doesn't work.



The Stress Response

When we're under a lot of anxiety, fear, or stress, the body enters into sympathetic nervous system dominance. This is another name for the **“fight or flight” response**. In this state, we produce more insulin and cortisol - two hormones that, when consistently elevated, signal the body to store fat and not build muscle. Many people who can't lose weight need better strategies to manage the stresses of life.

Bio-Circadian Nutrition

This is a scientific term that essentially points to how the time of day when we eat has a very specific impact on our calorie burning capacity. Many people eat the bulk of their food in the later portion of the day, and they miss the peak calorie burning hours that occur when the sun is highest in the sky. **WHEN we eat is equally as important as WHAT we eat** for those wanting weight loss.



Past Hurts and Trauma

The scientific literature is very clear that a history of abuse or key hurts that we suffered in the past can have a metabolic effect on the body and cause it to retain weight. That's because, in part, the brain will drive the body to get bigger as a way to protect itself in the future. The more we learn to **integrate challenging experiences from the past**, the easier it is to find our natural weight.

Food Allergies

Many of us have undiagnosed food allergies or **food sensitivities**. One of the side effects of certain food allergies is weight gain, or the inability to lose weight. When we identify foods that a client might be allergic to, it gives us a powerful place to have a breakthrough with weight.

Macronutrient Balance

Many of us have beliefs about what food does once it enters the body that can hold us back in a big way. One such belief is that “fat in my food equals fat on my body.” This is an unscientific and outdated concept. Indeed, one of the signs of essential fatty acid deficiency is weight gain and/or weight loss resistance. As counterintuitive as it sounds, many people need to eat **more healthy fat** to stimulate natural weight-loss.



So as you can begin to see, our approach is **a much-needed blend** of eating psychology and nutrition that respects the beautiful complexity of our eating concerns and our metabolism. Weight is way more than just calories in, calories out. There are so many more factors that can contribute to weight gain, or the inability to lose it.

I hope these distinctions are helping you see the possibilities here, and perhaps you already have an insight for yourself or a client that you can use right away. In our professional Training, we dive much more deeply into these factors, and we also provide the **tools, techniques, strategies, listening skills, intake questions and protocols** that give practitioners a whole new way to work with weight.

Next, let's take a look at another important eating concern that Dynamic Eating Psychology can help in a very powerful way:



Overeating

Most people believe that overeating is a willpower issue, plain and simple. If we could only control our unwanted impulses, then we could finally control our appetite and let go of our worries about food and weight.

Once again, we train our practitioners to understand the multitude of **hidden factors** that can contribute to overeating. Here are just a few of the many possible factors:

Lack of Awareness

One of the most unrecognized reasons why people overeat is because they didn't pay attention to eating in the first place. When the brain isn't sensing taste, aroma, satisfaction, and the experience of eating - **it interprets that missed experience as hunger** and it drives us to eat more. This is called the *Cephalic Phase Digestive Response*. A majority of overeaters simply need to learn to be present with their meals.



Lack of Pleasure

Most people don't realize that **pleasure is a physiologic requirement** of the body when it comes to eating. When we're following a lifeless diet, or we simply don't enjoy and register pleasure, then that lack of pleasure needs to be fulfilled. The brain senses a deficit and drives us to eat more. Many overeaters need to learn to receive pleasure from food. We are hardwired to seek pleasure and avoid pain - *we cannot avoid biology*.

Anxiety

We all experience anxiety, fear and tension. The challenge is, when such uncomfortable emotions arise many of us automatically medicate these unwanted feelings with food. Eating quickly generates pleasure chemistry throughout the body and is a powerful but temporary drug. Many overeaters simply need to learn **better strategies to manage emotions**.

Calorie Restriction

Here's a very simple metabolic principle: when we artificially limit the number of calories we consume whether through a diet, skipping meals, or simply trying to eat as little as possible, **the brain wisely responds** to our lack of necessary nutrition by increasing our appetite. Many overeaters simply aren't eating enough food in the first place.

Lack of Sleep

One of the lesser-known reasons that people overeat is because of a lack of sleep. Researchers have identified a direct correlation between **undersleeping and overeating**. In particular, the hormone **leptin** which tells us one with full is depleted by lack of sleep. The better we sleep, the more natural appetite regulation we have.



Symbolic Substitution

This is a term that psychologists use to describe how when we can't get the thing we really want, we'll reach for the closest approximation. For many of us, when we don't have the love we want, or the intimacy, or excitement in life - we reach for **the easiest and quickest substitute** for those - food. Many of our clients simply need to point their attention to the areas in life that matter most. And that's what we train our practitioners to do.

As you can see, overeating is way more than a willpower issue.

It pains me to see so many people in so much suffering thinking something is wrong with them because they cannot will themselves to stop eating.

Food issues are rarely just about food.

There are numerous reasons you or your client might be struggling in this way. Sometimes the smallest change can make the biggest difference and sometimes it takes time, patience and trust to unravel an eating concern.

We teach you how to spot and navigate which approach, protocol or technique is best and when it should be used. (We also make a clear distinction between overeating and binge eating - while similar, they're different, but that's more than we can go into right now.)



Digestion

Lastly, let's take a look at the fascinating topic of digestion. So many of us believe that the psychological challenges we have with food are limited to eating behaviors such as emotional eating, overeating, endless dieting, and more. But nothing could be further from the truth. Health challenges such as digestion, immunity, fatigue, mood and others are dramatically impacted by our emotional world, by the thoughts we think and by the beliefs we hold.

So let's dive into Digestion so I can show you what I mean.

There are a multitude of hidden factors that can contribute to digestive challenges. Here are just a few of the many possibilities:

Undigested Life Experience

The mind-body connection is very powerful. Often times, when it comes to digestive challenges, if we have undigested life experiences - meaning events or circumstances that were particularly challenging that we haven't quite **metabolized emotionally**, the digestive tract literally has a locked in, localized stress response. *Many of us with digestive concerns need to learn how to better digest our life concerns.*



Fast Eating

A majority of people will identify themselves as fast eaters. What's fascinating is that eating quickly is considered **a stressor** by the body. So we go into a physiologic stress response which will automatically impair digestion and lead to symptoms such as bloating, gas, acid reflux and others. **Slowing down with food creates the physiologic relaxation response** which is the optimum state of digestion.

Food Allergies

One of the more common and unrecognized causes of digestive upset is food allergies or sensitivities. By identifying foods that we're allergic to, we can clear up a lifetime of unwanted digestive challenges. Some of the most common food allergies by the way are **wheat, dairy, soy and corn.**

Antibiotic Use

Antibiotics can effectively kill unwanted organisms in the body. What most people don't realize is that antibiotics also kill, in large numbers, organisms in our body that are of supreme importance - **our healthy gut bacteria.** For so many people, the road to reclaiming digestion is to let go of unnecessary antibiotic use.



Toxic Nutritional Beliefs: “Food is the Enemy”

Strangely enough, many people are simply afraid of food. They hold the toxic nutritional belief that food is the enemy. The deeper reason for this is usually fear of weight gain. But the bottom line is **when the brain registers fear, the body goes into a stress response** and in that same stress response the digestive system goes into partial shutdown. So many of our clients simply need to learn to make friends with food.

I’ve watched so so many people suffer with poor digestion, trying one diet after another and one supplement after the next, only to discover that the reason their digestion is so poor has **nothing to do with what they’re putting into their body**. If you or your clients have digestive challenges that have not be resolved with diet, I highly recommend looking deeper, slowing down and getting curious.

It’s remarkable how oftentimes, just asking a different question can give us a whole new and effective answer.



Quite frankly, we're just scratching the surface here in terms of the depth that we go into in our ***Mind Body Eating Coach Certification Training***. For each of the conditions just covered, there are dozens more possibilities and avenues to explore.

We teach our practitioners the important distinctions to know about all the most compelling eating concerns of our times, along with the protocols tools and strategies that help clients finally have *the breakthroughs they've been looking for*.

What makes our work and training unique is a the comprehensive combination of the best of eating psychology AND nutrition. This synergy of nutrition, science, psychology, and personal development is ***the missing ingredient*** that so many people have been looking for.

With this approach, our food and body concerns can resolve in a natural, sustainable way, and we can get on with the business of living the life we're meant to live.

And when we serve others as a coach and practitioner in this approach, the sky's the limit in terms of what we can accomplish and the transformation we can help people achieve.

Thanks for your valuable time, your attention, and your enthusiasm for a whole new way to work with food, body and health.

