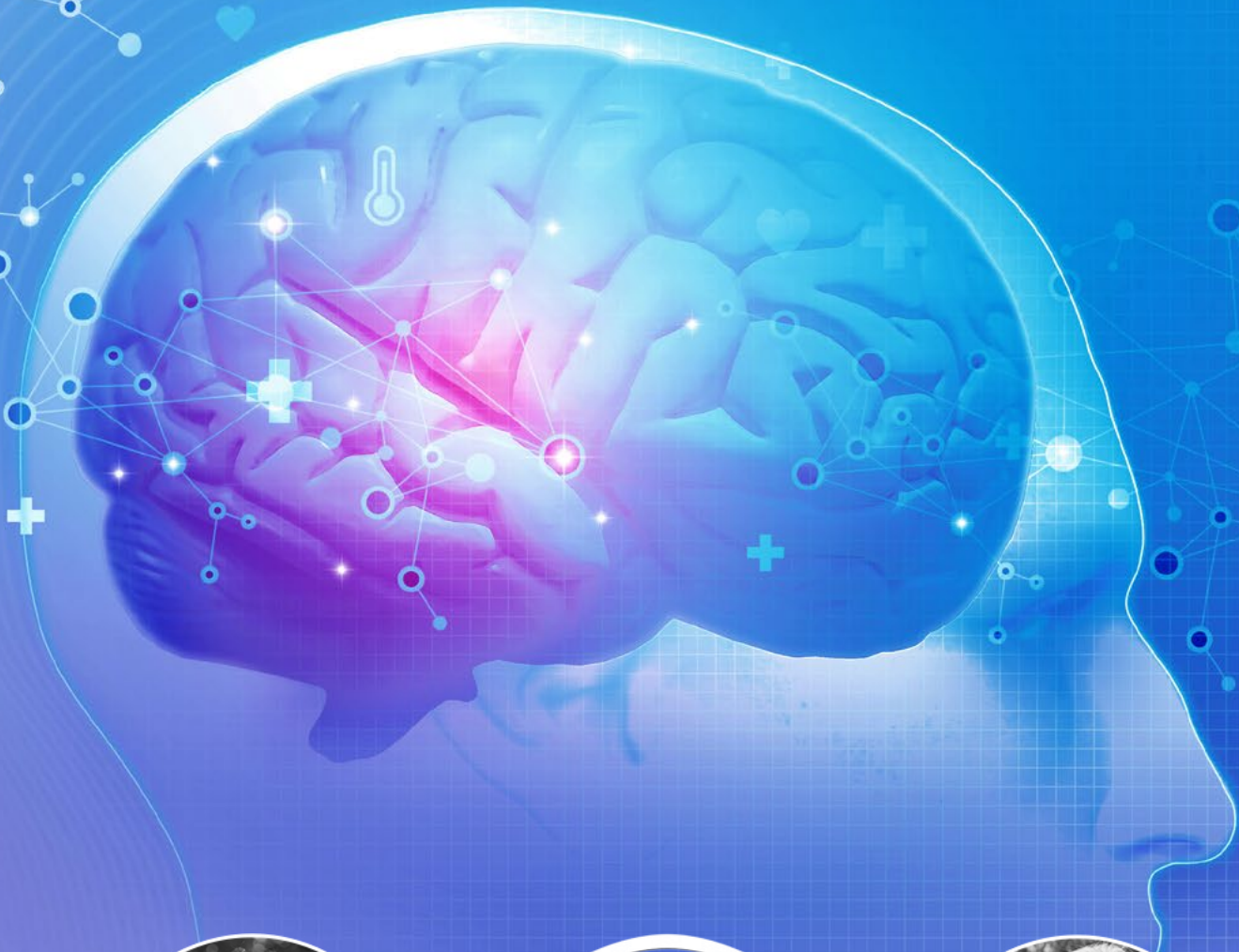


# The Mind Body Nutrition Breakthrough



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INSTITUTE FOR THE  
**PSYCHOLOGY**  
*of* **EATING**



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We live in an exciting time when it comes to nutrition, health and a deeper understanding of our eating challenges.

New discoveries are being made, new insights are emerging, and we all have access to a tremendous amount of information that's freely available on the Internet.

*But there's an interesting challenge:*

**Many people are confused by nutrition information overload.**

There are so many different nutritional systems, so many different experts claiming that their approach is the best, and the result is that many of us simply aren't clear about what or how to eat, especially when it comes to having the kind of energy, mood, and digestive power that we know we're capable of having.

What's more, there's an endless amount of uncertainty around how to lose weight, and an equal amount of perplexity when it comes to letting go of overeating, binge eating, emotional eating and body image concerns.

*The good news is, the landscape is changing.*

And one of the ways to help solve so many of our eating and health concerns is to incorporate the principles Mind Body Nutrition.





As you may recall, the field of Mind Body Nutrition is the study of how **digestion, assimilation, calorie burning and all the nutritive functions of the body are impacted by mind, emotions and lifestyle.**

*It's the psychophysiology of how thoughts, feelings, beliefs, stress, relaxation, pleasure, awareness and more directly influence how we metabolize a meal.*

What we eat is half the story of good nutrition.

The other half of the story is who we are as eaters.

**Now, the most important principle In Mind Body Nutrition is this:**

**Stress and Relaxation Physiology are the most powerful drivers of nutritional health, natural weight, natural appetite and a healthy relationship with food.**

Here's why:

Most people think that good nutrition is simply about eating the right foods. And in many ways, this is true.

But there's much more.



*Equally important to the food we eat is the metabolic state under which we eat that food.*

When we eat in a state of stress, anxiety or fear, most people will report such symptoms as heartburn, cramping, gas, digestive pains, belching, and intense hunger. During stress, the body automatically shifts into the classic **fight-or-flight response**. This feature of the central nervous system evolved over millions of years into a brilliant safety mechanism that supports us during life-threatening events.

In the moment the stress response is activated, our heart rate goes up, our blood pressure increases, and the hormones cortisol and insulin increase. Blood flow is redirected away from the midsection and toward the head (for quick thinking) and the arms and legs (for fighting or fleeing). All of your **metabolic energy is rerouted for survival**. Which is great if you are truly in danger - but here is where it gets really interesting...

*The scientific definition of stress is any real or imagined threat and the body's response to that threat.*

***The brain doesn't distinguish between a real stress and an imagined one.***



If you sat in a room all by yourself, happy and content, and started thinking about the guy who did you wrong years ago – and if that story still carries a charge for you – your body would quickly shift into the physiologic stress state: increased heart rate and blood pressure, followed by decreased digestive function.

Meaning, you can create stress chemistry day in and day out by **the thoughts you think**, and we know that eating under the physiologic stress state has some potent consequences:

- *It de-regulates appetite and drives us to eat more*
- *It increases cortisol and insulin, which signal weight gain and fat storage*
- *It causes digestive upset*
- *It leads to nutrient excretion*

So you can be eating the healthiest food in the universe, but if you aren't eating under the optimum physiologic state – which happens to be **relaxation** – you won't be getting the full nutritional value from that meal.

The other piece that's really fascinating is that any **guilt** about food, **shame** about the body, or **judgment** about health are considered stressors by the brain and are immediately transduced into their electrochemical equivalents in the body.





You could eat the healthiest meal, but if you're thinking **toxic thoughts**, the digestion of your food goes down and your fat storage metabolism can go up.

Likewise, you could be eating a “nutritionally challenged” meal, but if your head and heart are in the right place, the nutritive power of your food will be increased.

Are you beginning to see the importance of our mental/emotional state when it comes to food and metabolism?

Now the stress response can be caused by life challenges that we don't always have control over - such as being fired from a job, caring for an aging parent, or getting into a car accident.

***But we do have control over our self created stressors.***



You might be wondering, what IS a self created stress? Some examples are:

- *Going on a highly restrictive diet*
- *Trying to create the perfect body*
- *Judging yourself whenever you look in the mirror and having self attacking thoughts such as “I’m too fat” or “Nobody will love me because of how I look”*
- *Beating yourself up whenever you can’t control your appetite or when you eat more than you wanted to*

Can you relate to any of these?

These **toxic thoughts and behaviors literally generate stress chemistry**, which, as we’ve just seen, can lead to weight gain, digestive upset, a de-regulated appetite, and nutrient depletion.

And it can be frustrating for so many people because the power of stress chemistry can literally neutralize our dieting and exercise efforts when it comes to weight loss.

**So it’s no longer enough to simply focus on food as a way to health and happiness.**

We need to dive deeper into the emotional state that we operate from.

We need to begin to let go of self chosen stressors that hold us back metabolically.

*And we need to grow in character if we want to maximize our nutritional potential.*





# Mind Over Food



Interestingly enough, research shows that the power of the mind when it comes to food and health is even more potent than most of us could have ever imagined.

To understand why, let's take a fresh look at one of the most compelling phenomena in science: **the placebo effect**. Here's a favorite example of this extraordinary force.

In 1983, medical researchers were testing a new chemotherapy treatment. One group of cancer patients received the actual drug being tested, while another group received a placebo – a fake, harmless, inert chemical substance. As you may know, pharmaceutical companies are **required by law** to test all new drugs against a placebo to determine the true effectiveness, if any, of the product in question.

In the course of this study, no one thought twice when 74% of the cancer patients receiving the real chemotherapy exhibited one of the more common side effects of this treatment: they lost their hair.

Yet, quite remarkably, 31% of the patients on the placebo chemotherapy – an inert saltwater injection – also had an interesting side effect: **they lost their hair too**.

Such is the power of expectation.



The only reason that those placebo patients lost their hair is because they believed they would. Like many people, they associated chemotherapy with going bald.

So if the power of the mind is strong enough to make our hair fall out when taking a placebo, what do you think happens when we think to ourselves, “This cake is fattening, I really shouldn’t be eating it,” or “I’m going to eat this fried chicken but I know it’s bad for me,” or “I enjoy eating my salad because it’s really healthy?”

Certainly, I’m not saying we can eat poison without any harm if we believe it’s good for us.

Rather, I’m suggesting that **what we believe about any substance we consume can powerfully influence how it affects the body.**

Every day, millions of people eat and drink while thinking strong and convincing thoughts about their meal: “Salt will raise my blood pressure.” “Fat will make me fatter.” “Sugar will rot my teeth.” “I can’t make it through the day without my cup of coffee.” “This meat will raise my cholesterol level.” “This calcium will build my bones.”

To a certain degree, some of these statements may be true.

But is it possible that we, ourselves, could be instigating these effects? And if these effects are the inherent result of eating these foods, can you see how we can enhance those results with the potency of our expectations?







# How Your Brain Eats

To help you even further understand the power of mind over food, here's some of the simple but fascinating science:

*The information highway of brain, spinal cord, and nerves is like a telephone system through which your mind communicates with your digestive organs.*

Let's say you're about to eat an ice cream cone. The notion and image of that ice cream occur in the higher center of the brain – the cerebral cortex. From there, information is relayed electrochemically to the limbic system, which is considered the “lower” portion of the brain.

**The limbic system regulates emotions and key physiological functions** such as hunger, thirst, temperature, sex drive, heart rate, and blood pressure. Within the limbic system is a pea-sized collection of tissues known as the hypothalamus, which integrates the activities of the mind with the biology of the body. In other words, **it takes sensory, emotional, and thought input and transduces this information into physiological responses.**

*This is nothing short of a miracle.*





If the ice cream is **your favorite flavor** – say, chocolate – and you consume it with a full measure of delight, the hypothalamus will modulate this positive input by sending activation signals via parasympathetic nerve fibers to the salivary glands, esophagus, stomach, intestines, pancreas, liver, and gallbladder. Digestion will be stimulated, and you'll have a fuller metabolic breakdown of the ice cream while burning its calories more efficiently.

If, on the other hand, **you're feeling guilty** about eating the ice cream or judging yourself for eating it, the hypothalamus will take this negative input and send signals down the sympathetic fibers of the autonomic nervous system. This initiates inhibitory responses in the digestive organs, which means you'll be eating your ice cream but not fully metabolizing it.

It may stay in your digestive system longer, which can diminish your population of healthy gut bacteria and increase the release of toxic by-products into the bloodstream. Furthermore, inhibitory signals in the nervous system can decrease your calorie-burning efficiency via increased insulin and cortisol, which would cause you to store more of your guilt-infused ice cream as body fat.

*So the thoughts you think about the food you eat instantly become reality in your body via the central nervous system.*







# Your Food Story



As you can see, there's a **compelling science** behind how mind and emotions impact how we digest, assimilate, calorie burn and regulate our appetite. Understanding this deeper aspect of nutrition can help us begin to solve so many of our eating and health challenges.

**But it's so important to remember that first and foremost, we always need to understand our FOOD STORY.**

*Your food story is your unique journey with diet and body.*

It's all about the challenges you face, your inner world, your secret hopes and dreams, your sensitive places, your desires, your shortcomings, your upbringing around food, the habits you learned from a young age, the influence of your parents, the hardships you've faced, the successes you've had - all of it!

Your food story is the unique journey you've been on throughout your life that's ultimately here to teach you, to help you grow, and to enable you to become the best possible version of who you came here to be in this world.

**So, your food and body challenges are never the enemy.**

*They are the royal road to your best self.*

With that in mind, I'd love to share with you some of **Emily Rosen's food story**. She's the CEO of the Institute, she runs all of our operations, marketing and social media, and she teaches as well. She knows the work in a very deep and personal way, and I'd love for you to get to know us a little better, and to see what's possible when we really understand our own unique journey with food and body. Here it is in her own words...



# Emily's Story...





*Truth be told, I've had a pretty tumultuous journey with eating. For over 10 years, I struggled intensely with food. You name the eating issue, I had it. I've dealt with weight gains and losses of over 80 pounds up and down, intense food restriction, chronic dieting, overeating and binge eating — even anorexia and bulimia.*

*I trashed my body and put my health at risk. I had a long list of symptoms, including digestive distress, headaches, rashes, exhaustion, anxiety, depression and more. I was literally at death's door several times.*

*I share this because I know so many people feel lonely, hopeless, isolated and even crazy in their struggles with food and body. When we suffer with disordered eating or ongoing health challenges, things can feel completely out of control, and with that there is often so much shame.*

*I want you to know that I get it. You're not alone, I've been there, and I promise that there's a light at the end of the tunnel.*

*Here's a little of my story...*

*It all started out innocently enough.*

*At 15, I decided to go on my first diet.*



*Crazy when you think about it - my body hadn't even finished forming itself and I was already trying to reshape it, mold it into something I thought would be better or "perfect."*

*Frankly, when I started down this path, my dieting had nothing to do with being more healthy. It was all about trying to get back to the body I had before puberty hit, the body I was used to, the body I thought people would like more. I was so uncomfortable with my growing curves and how my body now jiggled when I moved.*

*Weight seemed to come out of nowhere, and I wanted it gone.*

*Like millions of other teenage girls, I somehow became convinced that fitting in and being liked was in part large part about looking a certain way.*

*I thought if only I was perfect, everything would be ok.*

*To make matters worse, I fell for a boy. He was a poet. Sweet. Brooding. Brilliant. Mysterious. My best friend. I knew he had a bit of a crush on me, I really liked him but I was absolutely terrified. I hated my body. He was slim. I was not. I was consumed with so much self-loathing and doubt that I kept wondering "How could he like me?" So I pushed him away.*

*I kept thinking that if only I could "fix" myself, then and only then would I be able to tell him how I really felt.*





*But things fell apart fast. By the time I graduated high school, I had a full-blown eating disorder. I was anorexic. Every day I counted calories, challenging myself to eat less and less and exercise more and more. I punished myself with extra hours on the Stairmaster and less food the following day if I ate even a little more than planned.*

*My world became smaller and smaller.*

*I didn't know I was sick, I didn't know I was thin, I couldn't see myself.*

*I went off to college determined to finish fixing myself – always secretly believing that if I just lost a little more weight and felt a little more comfortable, then I would be able to tell him how I felt, and we would come back to each other one day.*

*But unfortunately, that was never to be. A few months into my freshman year, I received the news that he had passed away. And just like that, he was gone forever.*

*The news of his death shattered me. I was utterly and completely devastated. And that's when things got really bad.*

*Soon thereafter, I found myself sitting in my room eating packet after packet of dry uncooked oatmeal, washing them down with diet soda. I didn't know what was happening but I couldn't stop eating. I didn't stop until I was so full I couldn't move and I passed out. That night turned into days, weeks, months of bingeing. I put on 30 pounds in just a few short weeks and just kept gaining weight from there. I would binge eat for hours, out of control.*



*My life became a living hell.*

*I was in a full-blown war with my body, my appetite, and ultimately myself.*

*I felt broken and powerless. I was in such a dark place, but I vowed I'd find a way out.*

*I devoured everything I could find about nutrition. The good news was that I was so inspired by everything I learned that I felt eager to share it. I began to coach and teach and got an amazing position in a children's camp as a nutrition and culinary director.*

*And I noticed something else quite remarkable:*

*The more I engaged with others and shared the valuable information I knew, the less I was obsessed about food and my body.*

*To put it simply, The more fulfilled I became personally and professionally, the less I needed to fill up with food. And I began to heal...*

*I can't emphasize enough how serving others was such an important catalyst in healing my relationship with food. I learned that we don't need to be perfect to help people.*





*We simply need to be one step ahead of them, and be willing to share what we know.*

*Without a doubt, though, my biggest breakthroughs happened when I was introduced to the Institute and Dynamic Eating Psychology.*

*Through applying the tools and teachings I learned, I experienced a transformation that I frankly never imagined could be possible for me. Today, I finally feel empowered in my relationship with my food. I no longer struggle with digestive issues. I enjoy food like never before. My appetite has normalized and my health has returned.*

*My wish is that ANYONE who needs a breakthrough with food and body gets exactly what they need to finally feel free, and that is why I do this work in the world.*

**Emily Rosen**

**CEO, Institute for the Psychology of Eating**



To me, this is such a heartfelt and real sharing, and it's a story of challenge and triumph.

No matter what kind of challenge we face with food and body, **there's always hope.**

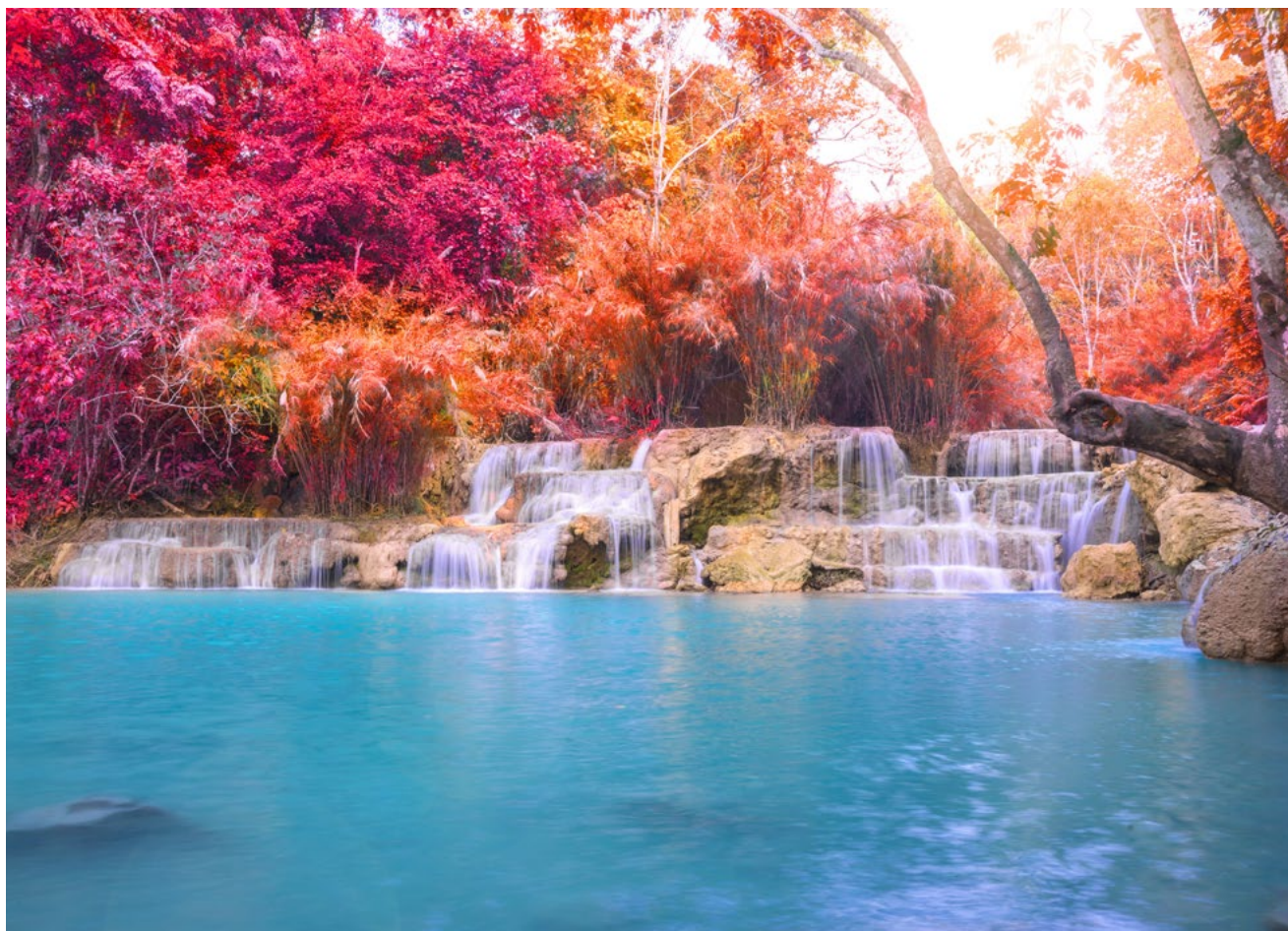
In fact, the solutions to our eating problems are seeded within the very challenges we face.

Remember: **Our eating and health concerns are here to teach us.** They have important lessons for us to learn. Our job is to listen, and to do the work on self that the wisdom of life is calling us to step into.


Each of us has OUR OWN unique **food story.**

*And that story is deeply important.*

It's time to honor that story, and discover the brilliant wisdom within it.





A vibrant landscape photograph of a lavender field at sunset. The foreground is filled with dense, purple and pinkish-purple lavender bushes. In the background, a wooden boardwalk path winds through the field towards a line of green trees. The sky is a mix of soft orange, pink, and blue, with scattered white clouds. A white rectangular box with a thin, multi-colored border is centered over the image, containing the title text.

# **A Journey of Healing & Empowerment**





To that end, I'd love to share with you about how I came to this work:

I was asthmatic and deeply allergic with a compromised immune system from the time of infancy.

*I was at death's door a handful of times in my first year of life.*

As I grew older, things got worse. I had an undiagnosed autoimmune condition that caused my knees to swell and created intense joint pain that I lived with daily. No doctors, drugs, antibiotics or vaccinations helped. On top of all that, I also came into this world as a stutterer.

*I couldn't say a single word without stuttering it 10 times.*

I was socially isolated and withdrew into my own world.

At the age of five **I heard a rumor that fruits and veggies were good for you** – remember this was back in the early 1960s when our greatest nutritional advances had now placed us at the table with Froot Loops, Kool-Aid, Marshmallow Fluff, diet soda, TV dinners, Velveeta cheese, margarine, and Wonder Bread, which supposedly helped build strong bodies – except for mine...



Well, coincidence or not, I started eating fresh fruits and vegetables – and my health started to shift. By around the age of 15 I was **virtually symptom free**. But more than symptom free, I felt: Clear, awake, sharp, decisive, and more empowered. And all of this from a change in diet.

**I became a nutrition “fanatic” and knew this was the work I wanted to do in the world.**

I began a clinical nutrition practice on Wall Street in NYC in the 1980s. I’ve worked for many years in the supplement and health food industry in product development and formulation, and I’ve consulted to some of the biggest and most famous food, vitamin and drug companies on Earth. I’ve written two bestselling, game changing books: *Nourishing Wisdom* and *The Slow Down Diet*, and I’ve have logged many thousands of client hours over the past 30 years.

I’ve taught to every kind of audience you can imagine, and I’ve used my own body as a laboratory. In short – I’ve covered as much turf as I could in the nutrition and health space.



But despite all the nutrition education and experience I collected over the years in college, graduate school, medical school, and in clinical internships and study around the country – I noticed something odd:

***No matter how much great nutrition information I shared with clients, no matter how enthusiastically they agreed to follow my recommendations, people would come back and say, “I know what I’m supposed to do, but I just don’t do it.”***

What’s more, many of my clients had challenges around overeating, binge eating, emotional eating and more.

**Good nutrition was certainly good, but I quickly learned it can only go so far.**

*I realized that until I understood the full spectrum of who we are as eaters, then I couldn’t fully help people.*

This catalyzed a long journey to decipher and decode the psychology of eating.





I founded the Institute for the Psychology of Eating over a decade ago, and it's grown to be an educational organization that reaches millions worldwide and features truly innovative and groundbreaking trainings for both professionals and the public that combine the psychology of eating with the science of nutrition.

I love seeing the magic that happens when someone's health and energy returns because they found the right **nutritional or emotional course correction**. I love when people see their symptoms finally resolve, and when their eating challenges relax in a big way. From this place, a well-nourished body is a vehicle to do great work in the world – whatever that work is for each one of us.

As you see in both my story and Emily's, our challenges around food, body, and health became **our greatest gifts**. They pushed us to learn important lessons about ourselves, and inspired us with a passion for helping others.

That's the hidden beauty of life. Our challenges are here to teach us.

*All we need do is pay attention.*





A scenic landscape featuring rolling hills under a blue sky with wispy clouds. In the foreground, a large, mature tree with green and yellowing leaves stands on a grassy slope. The middle ground shows a mix of green and golden-brown fields, with a small cluster of white buildings visible in the distance. The background consists of more rolling hills and mountains.

# **The Acorn Theory**



The late James Hillman was a brilliant psychologist who talked about something he called The Acorn Theory. This is a simple yet powerful concept, and it's essentially this:

*Every acorn has within it the blueprint for a mighty and majestic oak tree. But in order for this tiny nut to reach its full potential, it needs to drop down into the dark. Into the soil. Into the muck. And then it needs to move through all of that with great effort, and burst into the light.*

**Well, you and I are that tiny little acorn.**

Inside of us is the blueprint for a mighty oak - an amazing human with special gifts, with a unique expression, and with a special mission in this world.

But we often need the muck of life, the fertilizer - the challenges, the hardships, the hurts, the setbacks, the awful upbringing - to reach our **fullest potential.**

And that's how we view all of our food and body concerns at the Institute.

*They are the necessary fertilizer so that the acorn we are now can become the brilliant oak that's seeded within us.*

So whether your concern is **weight, body image, overeating, emotional eating, endless dieting, binge eating, digestion, fatigue** or others - it's time to see them as the perfect fertilizer for your highest growth.





# **An Unusual Formula for Success**





If you're reading this because you want to transform your own relationship with food, or learn how to help others in this way, please know that your journey and your story are SO important.

We often say that work on self makes the best practitioner, and we even have a formula for that:

***Personal Transformation = Professional Excellence***

This also applies to those of you not looking for professional development.

Because Personal Transformation = Excellence in all areas of our lives.

In our Eating Psychology & Mind Body Nutrition Coach Certification Training, not only do we have trained practitioners looking to **expand their skillset** to include eating psychology, but we also have many students who feel inspired to help others simply because they “get it.”

They get what it's like to struggle with food and health challenges.



The more you make headway into your own evolution and growth, the more you can help others. So whether you're a parent looking to set a good example for your children or a practitioner looking to better support your clients, **your transformation matters.**

*Can you think of a better win/win experience than this?*

For sure, this is what has led me to do the work that I do in the world. I've been so moved by my own healing around food and body that I was compelled to share what I had learned with others.

That's one of **the beautiful parts of being human** – though we have our frailties and problems and eating challenges that make us far from perfect – it's how we rise to meet those challenges that makes us who we are.

*The world needs people who understand this, now more than ever.*

When someone finally lets go of a long-held food challenge, a disease, an unwanted eating habit, a nagging symptom – it can feel like a miracle. It's life changing.

And when we're fortunate enough to facilitate that kind of journey in others, it can nourish us in ways we could never have imagined.

*We're all in this together.*

*We came here to help one another.*

Let's do the kind of work that can truly help us transform our challenges with food and body so we can all finally have the life we came here to live.

