

# A New Metabolism



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Marc David here, Founder of the Institute.

I deeply believe that our lives are far too precious to be weighed down by unwanted food and body concerns.

Challenges like body image, emotional eating, overeating, binge eating, weight, endless dieting, poor digestion and low mood or energy are simply not our natural state.

As we've seen, our job is to **learn the wiser lessons** that our "problems" are here to teach us, and to step into the personal power and the metabolic power that we're meant to have in this world.

It's as simple and straightforward as that - though it's not always easy to do this.

To that end, I'm excited to share with you some further distinctions and strategies from our work here at the Institute that I know can make a huge difference for you, your clients, or your loved ones.

So let's look at some key concepts you can use in your life **right now** that can make a big difference. I'll also share a few success stories so you can see how these ideas can all come together to create powerful transformations.



# **How the Mind Fuels Metabolism**



One of the most overlooked aspects of nutrition is how the mind impacts metabolism when it comes to food, body and weight.

There's something scientists call the **Cephalic Phase Digestive Response** – CPDR.

Cephalic means “of the head.” CPDR is simply a fancy term for how pleasure, taste, aroma, satisfaction, and the visual stimulation of a meal all impact digestion, assimilation, calorie burning, and appetite. In other words, it's the **“head phase” of digestion.**

What's amazing is that researchers have estimated that as much as **30 to 40%** of the total digestive response to any meal is due to CPDR - our full awareness and experience of what we're eating.

Can you recall a time when you saw your favorite food and your mouth started watering or your stomach began churning?

*That's the cephalic phase digestive response.*

Digestion quite literally begins in the head as chemicals and mechanical receptors on the tongue and the oral and nasal cavities are stimulated by smelling food, tasting it, chewing it, and simply **noticing** it.





A hearty awareness of our meal initiates the secretion of saliva, gastric acid and enzymes, gut-associated neuropeptides, and production of the full range of pancreatic enzymes, including trypsin, chymotrypsin, pancreatic amylase, and lipase.

In addition, our awareness causes blood to rush to the digestive organs, tells the stomach and intestines to rhythmically contract, and stimulates electrolyte concentrations throughout the digestive tract to shift in preparation for incoming food.

### **Simply Put: Awareness IS Metabolism**

So let's do the math. If scientists say that 30 to 40% of our total digestive response to any meal is due to CPDR, and if we choose not to be aware of our meal – that is, if we “fall asleep at the plate” and fail to register any sense of taste, smell, satisfaction, or visual interest – then we're metabolizing our meal at only **60 to 70% efficiency**.

Lack of attention translates into decreased blood flow to the digestive organs, which means less oxygenation and hence a weakened metabolic force. With less enzymatic output in the gut, we become susceptible to digestive upset, bowel disorders, lowered immunity, fatigue, and more.



Next, **appetite regulation** is dramatically decreased when we miss the Cephalic Phase Digestive Response.

That's because the head brain and gut brain are constantly scanning the body during a meal to determine nutrient status, whether or not the body still needs more, what's it missing, and when it's time to signal that the body is indeed full.

*Much of this information comes from tasting our food, and from giving the body enough TIME to chemically register and scan the meal.*

Research indicates that it takes the body approximately 20 minutes to realize that it's full. **Time is required for a full, healthy eating experience.** Without time, and thus without a full Cephalic Phase Digestive Response, the brain cannot assess the nutrient profile of a meal, so even if we chowed down our food and indeed ate more than enough, the brain really has no idea that we've taken in all the nourishment we need.

To illustrate this, have you ever had the experience of eating a big meal a little too quickly, and noticed that even though your belly felt full, your mouth still felt hungry, and you were driven to eat more?

*Well, that's because your gut brain was saying that you were full, but your head brain never experienced the meal, so it told you to keep eating.*



This is why a lack of awareness and experience of our meals can lead to **overeating, binge eating, and even weight gain**. And from there, it would be easy for us to think we have a willpower problem, or a weight issue, or that there's something genetically or emotionally wrong with us. But these aren't the real issues at all. The problem is that we short-changed our nutritional metabolism by not being fully present with our moment and our meal.

Can you see why “sleepwalking” through a meal is an ill-informed nutritional choice?

**Metabolizing a meal is like absorbing a conversation.** If you were talking with a friend and she didn't pay any attention, you'd walk away feeling incomplete and wishing for more. The essence of your exchange would have been minimally assimilated at best.

*The same goes with food.*



The point is not to become a lone, boring hermit when you eat. The idea is to remind ourselves to bring more attention to our meal, no matter what we're doing as we nourish ourselves. The goal is to eat with the kind of presence that has us celebrate the moment, the food, and the preciousness of life.

Taking time with meals, along with bringing your full, hearty participation to that meal, is a powerful nutritional strategy for optimum metabolism and natural appetite regulation.

**So, some great take-aways tips are:**

- *Slow down with food*
- *Increase the amount of time you devote to your meals*
- *Take in the eating experience and let yourself feel present and nourished*

These are simple strategies you can do right now that can make a huge difference when it comes to easy and natural appetite regulation, digestive efficiency, and overall metabolic power.







# **A Surprising Metabolic Enhancer**



There's even more to the head phase of digestion. Most people don't know about this key factor, but it's a hugely important metabolic enhancer that can have a big impact, and it's this:

*Pleasure.*

**Simply put, pleasure chemistry helps drive digestion, appetite regulation, and day-in-day-out calorie burning capacity.**

*So when you're turned on by food, you literally turn on metabolism.*

Here's why and how:

Like all organisms on the planet, we humans are genetically programmed to **seek pleasure and avoid pain**. When we eat, we're seeking the pleasure of food and avoiding the pain of hunger. Indeed, any behavior we can imagine can be seen in this light.

The class of chemicals most people associate with pleasure are the **endorphins**. These are naturally produced throughout the body – most notably in the brain and the digestive system – and they exist, in part, to make us happy.





The simple act of eating raises our level of endorphins.

*This tells us that eating is an inherently pleasurable experience because **biochemistry makes it so.***

What's most unusual about the endorphins is that not only are they molecules of pleasure, but they also **stimulate fat mobilization**. In other words, the same chemical that makes you feel good also burns body fat.

Furthermore, the greater the endorphin release in your digestive tract, the more blood and oxygen will be delivered there.

*This means increased digestion and assimilation, and ultimately greater efficiency in calorie burning.*

Of course, I'm not telling you that you can eat a ton of dessert or junk food and that you'll burn it all as long as you feel pleased. The point is that the chemistry of pleasure is intrinsically designed to fuel metabolism. When we make **intelligent use** of this biologic fact, our health can prosper.



In a fascinating study, researchers from Sweden and Thailand joined forces to determine how cultural preferences for food (aka the pleasure of the eating experience) affects the absorption of iron from a meal. A group of women from each country was fed a typical Thai meal. As fate would have it, Thai women enjoy Thai food, but Swedish women don't. So even though all the meals contained the exact same amount of iron, the Swedish women absorbed only half as much as the Thai women.

To complete this phase of the study, both groups received a typical Swedish meal with the exact same iron content. Not surprisingly, the Thai women absorbed significantly less iron from the Swedish meal simply because **they didn't enjoy it.**

Next, the Thai women were separated into two groups. One group received the Thai meal and the other was given the same exact meal as well, but it was first placed in a blender and turned to mush. Just imagine your favorite evening meal all whipped together into baby food.

*Once again, the same results were seen - the women simply didn't absorb nearly as much iron when they did not enjoy the food.*





So if you're the kind of person who eats foods that are good for you even though you don't like them, or you eat strange-tasting vitamin-fortified protein bars and shakes that you hate because you think they're healthy, or if you've simply banished pleasure because you don't think it's necessary or you're afraid of it – then you likely aren't doing yourself any nutritional favors.

*You're slamming shut the door on a key metabolic pathway.*

Here's a simple but powerful scientific fact that underscores the power of pleasure:

The key to pleasure's effect in regulating your appetite and stimulating digestive and calorie burning metabolism is that it **promotes a physiologic relaxation response**. Think about it. When you're stressed out and someone gives you a nice shoulder massage, you relax. And remember that the optimum state of digestion, assimilation and daily calorie burning is parasympathetic nervous system dominance - the relaxation response.

Plus, the times we overeat most are when we're anxious, stressed, or unaware. A relaxed, pleased eater has natural control. A stressed eater produces more circulating cortisol – our main stress hormone.



## **What's amazing is that cortisol desensitizes us to pleasure.**

When you're in fight-or-flight response and trying to escape a hungry wolf, you don't want your brain to be in a "feel good" mode and get sidetracked looking for chocolate.

*All of you needs to be focused on survival.*

So when cortisol desensitizes us to pleasure in our day-to-day stresses, **we need to eat MORE food** to feel the same amount of pleasure as when we're relaxed.

This means that if you're afraid of pleasure or anxious about gaining weight or frightened to eat a dessert, you'll generate more cortisol. This chemical will swim through your bloodstream, numb you to pleasure, and ironically create the very **self-fulfilling prophecy** you feared from the beginning: "if I eat something fun, I won't be able to stop..."

Can you see how our nutritional fears help create our metabolic reality?

It's time to welcome a healthy sense of pleasure back to the table.





# Success Stories





So now that you've learned a few of the key principles of Dynamic Eating Psychology and Mind Body Nutrition, let's take a look at how we can use these principles in a very practical and results-driven way. Specifically, I'd like to share two **case stories** where people finally had some much-needed breakthroughs using the strategies from this cutting edge body of work.

**Amy**, 47 years old, was suffering from low energy, poor digestion, a 10 pound weight gain around her midsection, and late evening binge eating. As both a mother of 2 teenagers and a career woman, she needed to get her health back quickly.

Amy had some excellent advice from her naturally oriented medical doctor. She was given a protocol of herbs and supplements for her low energy, a gut-rebuilding program for her digestive concerns, and an allergen-free diet plan that included no sugar and very little gluten. She was also told to exercise more to help with weight loss.

She stuck to this plan for over 9 months, and the net result was that she thought she felt a tiny bit better – but her problems essentially remained unchanged.





When she came to see me, Amy was frustrated and defeated. She was willing to try anything. So allow me to fast-track our work together and tell you how she had a breakthrough:

First, I learned that Amy was under a **tremendous amount of stress at work**. She told me she felt as if she had a target on her back at her company, and she was afraid she would soon be replaced. Her days were filled with work anxiety, and she no doubt took that same anxiety home.

Next, she was so overworked at work that **she didn't eat much** at breakfast or lunch and would come home in the evening feeling ravenous. What's more, she was a **super high-speed eater**, so she paid little attention to her meals and felt **no pleasure** from eating.

*Simply put, the lack of food during the day was contributing to her binge eating at night.*

*Her lack of pleasure from food was also driving her out-of-control eating.*



She was nutritionally and calorically deficient, she was lacking in cephalic phase digestion, and her body and brain both responded to this metabolic lack by screaming “**hungry**” later in the day.

Her fast eating was creating a physiologic stress response, which diminishes digestion, creates digestive upset and bloating, and de-regulates appetite. And the overall background of anxiety at work was furthering the physiologic stress response even more, intensifying all her symptoms and likely contributing to - or even causing - her fatigue.

These distinctions that I just mentioned have a very extensive scientific foundation, as do the many protocols that we teach in our **Eating Psychology & Mind Body Nutrition Coach Certification Training**.

After 3 months of working with Amy on slow, relaxed eating, coaching her on taking regular, nourishing meals during the day, and inspiring her to plan her exit strategy and have an honest conversation with her company, I started to observe some significant changes.

Amy’s digestive symptoms were virtually gone. Her energy was coming back. Nighttime binge eating was gone. And it turned out that she didn’t really have weight gain around her midsection - she was actually suffering from **bloating caused by stress-induced digestive shutdown**. She lost most of that water weight in less than a month.

*Mission accomplished.*





# **A Weight Loss Story**





Here's another case story I think you'll find very interesting:

**Gina**, age 29, came to see me to lose 20 pounds. She was tired of being overweight and not looking her best. She'd been to several health coaches, a dietician, a hypnotist, and two personal trainers. She had gone through a handful of weight loss programs over a five-year period and simply couldn't stick to any diet, despite all the good advice she was given.

*Gina was stuck and had no idea why.*

So here's an eating psychology secret:

***Often, when we're stuck, we actually have a good reason for being stuck.***

So even though Gina wanted to lose weight, a part of her did not.

*Make sense?*

Remember - there's always a brilliant reason for our food and body concerns that's rooted somewhere in biology and/or psychology.





After an extensive intake, asking the right questions, and listening deeply to her personal story, **the insights started coming.** I asked Gina what happened the last time she was at her target weight.

She said she had felt good in her body, that she was feeling lighter, but she was feeling very shy around the extra attention that came her way from men. In fact, she was downright uncomfortable and **didn't like the attention at all.**

The weight came back on soon after.

*When she said this, you could see the lights coming on.*

Simply put, Gina didn't feel safe when she was more slender.

It was too confronting for her. So of course she'd soon revert back to a "comfortable" weight. It made perfect sense. At first she was surprised by this revelation, but she quickly felt relieved to know why she was always fighting against herself.

So our work together focused on strategies to help her learn to relax more around the opposite sex, and to better **claim her power as a woman in the world.** After five months, about fifteen pounds of the weight came off naturally and without any struggle.

But more importantly, she was a new person, and was ready to live in the body that she wanted.



Can you see how her work had less to do with losing a bunch of pounds of body fat, and more to do with the kind of inner work that helps us **grow in character, maturity, and personal power?**

Of course, anyone and everyone who's trying to lose weight has their own **highly personalized reasons** as to what exactly is going on. Our job as practitioners is to understand each person's unique food story and their unique nutritional needs to determine the most elegant and effective next steps.

Both Amy and Gina finally got where they truly needed to go after years of struggle and ineffective strategies because **they finally had the right kind of help.**

Rather than push these kinds of clients harder – that never works – we need to get smarter, and see the hidden factors that are holding our clients back.







# **A Cutting Edge Approach**

There could be hundreds of reasons why someone is holding themselves back from doing what they know they're supposed to do.

In our Eating Psychology & Mind Body Nutrition Coach Certification Training, we train our students to work with a mind, body, heart and soul approach. We give them the tools to uncover with their clients the underlying causes of why they're stuck – **and the strategies to move them forward.**

In our personal development program for the public, **Transform Your Relationship with Food**, we guide you through the process of self discovery so that you can start to figure out exactly what the underlying reasons are for you.

As you've likely noticed by now, **having the right information isn't always enough** for true and lasting change to happen.

We need to understand how to look at **the big picture** of a person's life if we want to serve them in an effective way. We need to have the skills to discover why someone isn't doing the eating strategies or lifestyle practices that they know they should be doing, and *say that they want to do.*





***Food issues are rarely just about food.***

They often run so much deeper.

Our challenges with overeating, binge eating, emotional eating and weight so often point to other life dimensions - where the action really is.

I'm talking about **relationship, family, career, work, money, sexuality, spirituality** and more.

So, for example, in our professional *Eating Psychology & Mind Body Nutrition Coach Certification Training* AND in our public program, *Transform Your Relationship with Food*, you'll hear plenty of information and distinctions around working with what we call **"non-caloric weight gain."**

This applies to the huge subset of people who do everything right in terms of the standard approach to weight loss: they're eating a limited amount of calories, they're doing plenty of exercise, but they are **not seeing any results**. There is an in-depth science and psychology as to why this occurs, and how to work with it.



The factors that influence non-caloric weight gain can include, but are not limited to:

*Stress, bio-circadian nutrition, macronutrient balance, gut health, sugar consumption, lack of essential fatty acids, caloric restriction, hormonal imbalances, low thyroid, poor sleep, fast eating, antibiotic use, prescription drug use, depression, exposure to obesogens (chemicals that can stimulate non caloric weight gain), lack of pleasure and taste, emotional holding, toxic nutritional beliefs, use of artificial sweeteners, and many more.*

As you can begin to see, this is a unique and much more thorough way to address our health concerns, both **psychologically AND nutritionally**.

At the Institute for the Psychology of Eating, our approach is **grounded in clinical experience**, mind-body science, functional nutrition, and simple-to-practice techniques that, when mixed together, create a powerful recipe for success.

Each one of us is highly unique. Someone can come to see a coach for binge eating, and there can be dozens of different reasons why that person might binge eat, along with an extensive list of strategies that can address the multitude of possibilities behind the challenge of binge eating.





The key point is that *there is simply no one-size-fits-all approach.*

***Each of us has a one-of-a-kind relationship with food and body.***

And that's what sets the work we do here at the Institute apart. We use **evidenced-based approaches** when there is indeed evidence or classic clinical proof available, and at the same time, we aren't afraid to step out to the **leading edge** of where things are going. The work we do is based on the collective wisdom of many of the world's great psychological traditions.

*And our approach is a positive, life affirming, and uplifting one.*

I've noticed that so many people who have eating challenges or weight concerns believe that to get where they want to go, to find some healing and peace – they need to **fight themselves**, fight their appetite, attack their weight, hate on their body fat, and use all kinds of negative self talk to reach their goals.

I think we'd all agree that a majority of people who want to lose weight, or who want to conquer their emotional eating, binge eating, or overeating – are motivated because they believe they will be **happier**.

They believe they will have more fun, that they'll love themselves more, and that others might just love them more as well.



But think about it:

***How can a strategy of self-attack and self-hate possibly lead to an end result of happiness and self-love?***

*In other words, the journey always informs the destination.*

If the road you take is built upon unhappiness and unlove – expect the same to be waiting at your destination.

If the road we take is paved with positive self-regard, care and compassion, then you can expect that to be your destination.

I've seen so many clients over the years who were fiercely committed to attacking their weight, controlling their appetite, or doing whatever they could to force away their unwanted eating habits or body fat.

I can say they all had a number of things in common:

- *They never got lasting results*
- *Whatever success they did have was temporary*
- *They never felt truly relaxed about who they were - meaning they had a constant sense of feeling "I'm not good enough, I'm not okay, I'm not lovable"*





Here at the Institute, we train our students and professionals in all kinds of strategies and protocols to help move clients into a place where they begin to address change and transformation from a place of **inspiration and kindness, a place of self-respect and dignity.**

We do this through our two primary programs:

For professionals and those wishing to start a new career, we offer the **Eating Psychology & Mind Body Nutrition Coach Certification Training.**

This is a powerful, information rich, 250 hour program that certifies you as an Eating Psychology Coach and provides an unprecedented professional training that'll leave you with a strong skill-set and the confidence to work with the most common and compelling eating concerns of our times – weight, body image, overeating, binge eating, emotional eating, endless dieting, digestion, fatigue, immunity, mood and much more. We offer this training in a distance learning format that you can take from anywhere in the world.



For those who simply want to have a personal breakthrough with food and body, we offer **Transform Your Relationship with Food**. This is an online program for anyone looking to take a big leap forward with food. It's an 8-week private virtual retreat designed to help you with overeating, binge eating, body image concerns, endless dieting, weight, dietary & health challenges, and so much more. It's a great way to immerse yourself in the powerful work that's featured here at the Institute.

So, I hope you're beginning to see some of the possibilities when it comes to a whole new approach to food, body and health.

I hope you're seeing that there's always hope, there's always a way through, and that our job is to move through and beyond our food and body concerns so we can finally begin to have the life that we came here to live.

Let's take that next step together.

