

SWEET FREEDOM

Learn how to read your body's cravings, manage them
confidently and trust yourself around ALL foods

Guide + Workbook

Written By: Eni Kadar, DPT, CHN





Medical & Results Disclaimer

We strongly recommend that you consult with your physician before beginning any new nutrition plan or program.

The material contained this Guide, is provided for educational and informational purposes only and is not intended as medical advice. The information contained in this program should not be used to diagnose or treat any illness. All information is intended for your general knowledge only and is not a substitute for medical advice or treatment for specific medical conditions. This information on this website has not been evaluated by the FDA and is not intended to treat, diagnose, cure or prevent any disease, metabolic disorder or health problems. Holistic Fitness Inc. and all associated personnel cannot and do not give you medical advice.

You should seek prompt medical care for any specific health issues and consult your physician before purchasing or using any product(s).

We do not recommend the self-management of health problems. Information obtained by using our services is not exhaustive and does not cover all diseases, ailments, physical conditions or their treatment.

If you engage in this exercise or exercise program, you agree that you do so at your own risk, are voluntarily participating in these activities, assume all risk of injury to yourself, and agree to release and discharge Holistic DPT, Eni Kadar from any and all claims or causes of action, known or unknown. By using this plan, you agree to assume all liability for all results.

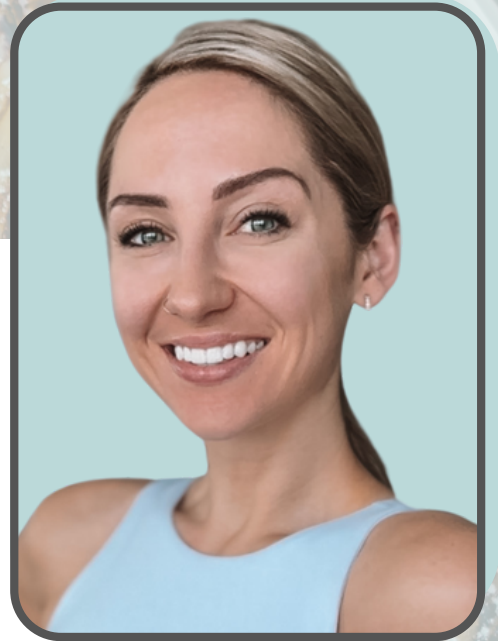
The information provided is not intended to be a substitute for professional medical advice, diagnosis or treatment. Never disregard professional medical advice, or delay in seeking it, because of something you have read on this website.

Never rely on information on this website in place of seeking professional medical advice. You are encouraged to consult with your doctor with regard to this information contained on or through this website. After reading content from this website, you are encouraged to review the information carefully with your professional healthcare provider.

The information contained in this product is for educational and informational purposes only, and is made available to you as a template for your own use. We make every effort to ensure that we accurately represent these products and services and their potential for results.

There is no guarantee that you will experience the same results and you accept the risk that the muscle building results, fitness results, competition results and fat loss results differ by individual.





Hey, beauty!

Welcome to CRAVINGS - the guide to help you slay your cravings and feel freedom around food. Cravings are urges for food that are our body's way of communicating a need.

They can sometimes feel out of control and frustrating if we don't understand them so that's why I created this guide for you.

In it, you'll find different reasons you may have cravings, how to manage them and then tips on recovering from off-plan meals or over-eating.

I'm here to support and see you succeed so if you have any questions, please don't hesitate to reach out.

As always, I LOVE seeing your health journey. Please tag me in your stories and posts @holisticDPT on Instagram, TikTok or Facebook!

In happiness & health,

Dr. Eni Kadar, PT, DPT, CHN
Certified Holistic Nutritionist
CEO, Holistic Fitness Inc.
Founder, HolisticDPT





CRAVINGS 101

Cravings are an intense desire for a specific food.

They are extremely common and it's reported that **over 90% of people** experience cravings on a regular basis (1).

People experience food cravings differently but most often cravings occur for foods that are:

- high in sugar
- high in fat
- high in salt

Over time, cravings can be the source of mental suffering but **can also lead to unwanted health and wellness outcomes like:**

- Over-eating
- Difficulty losing weight
- A poor relationship with food/ your body
- Hormone imbalances
- Gut health issues
- Inflammation

It's important to understand that **highly processed foods are designed to be palatable and pleasurable to consume.**

There are entire teams of scientists at Big Food companies whose job it is to combine the perfect amount of sweet, salt and flavour in their products that keep you addicted to these foods (nobody ever complained about feeling addicted to cucumbers!)

Most importantly, it's important to know **cravings are completely normal and YES there are ways we can manage them simply!**



REFRAMING DIET MENTALITY

Part of the holistic approach to weight loss and health is learning how to enjoy ALL food as part of our healthy eating plan.

- This includes foods that diet culture has labelled as "bad" foods - but in our work together you'll learn that, there are no such thing as "good" or "bad" foods.

I invite you to reframe how you mentally and outwardly label foods instead as...

- Supportive vs. Non-Supportive Foods
- Whole foods vs. Soul foods
- On-Plan vs. Flex Meals
- Nourishing vs. Satisfying

Too often we think we need to swear off sugar, carbs, or junk food in order to be successful in a health or weight loss journey. But all this creates is fear and anxiety around food and just makes us crave these foods *more*.

As part of your journey, it's **important to learn how to enjoy our fave foods in an intentional way** so you can develop trust and confidence in your body and yourself and reach all your goals with ease.

Root Causes of Sugar Cravings

1 Hormone Imbalances

- **Late Luteal Phase & Menstrual phase**
 - Changes in serotonin levels, energy needs and insulin sensitivity lead to increased cravings.
 - More pronounced in someone who is chronically stressed (both physical and mental stress)
- **Peri- and Post-Menopause**
 - Shifts in estrogen production means women are more susceptible to the negative effects of stress and also have more insulin resistance*
- **Cortisol Imbalance**
 - Physical and mental stress can both lead to increase in sugar cravings partially due to the effects of the stress hormone, cortisol.
 - An increase in inflammation, changes in sleep patterns and cortisol's effect on insulin can lead to more sugar cravings.

2 Stress / Emotional Coping

- Stress can trigger the body to seek quick sources of energy and often this means sugary or carb-rich foods.
- Habit formation over time can lead to sugar cravings in certain situations
- Physical sources of stress
 - Under eating / dieting
 - Inadequate sleep
 - Over-exercising
 - Nutrient deficiencies
 - Overconsumption of inflammatory foods
- Mental / Emotional sources of stress
 - Past trauma
 - Negative self talk
 - Relationships
 - Life stress



**also referred to as insulin insensitivity in some literature*

Root Causes of Sugar Cravings

3 Physical and Mental Food Restriction

- **Physical Restriction**
 - Not consuming enough food / calories
 - Not consuming enough nutrients / whole foods
- **Mental Restriction**
 - Labelling foods as "good" or "bad" or "off limits"
 - Feeling stress or anxiety about food choices
 - All or nothing mentality
 - Identifying as someone who "can't be trusted" around food - giving up your power

4 Blood Sugar Imbalances

- **Sedentary Lifestyle**
 - Exercise helps regulate blood sugar and so sedentary women are more likely to have insulin resistance which leads to sugar cravings.
- **Poor diet**
 - Consuming a diet high in refined carbohydrates, added sugars and saturated fats can contribute to insulin resistance.
- **Poor sleep hygiene**
 - Inadequate sleep can lead to disruption in hormones that regulate blood sugar levels and lead to more issues with blood sugar
- **Medications**
 - Corticosteroids can alter blood sugar balances.
- **Medical Conditions**
 - Certain populations can be predisposed to issues with blood sugar regulation such as women with PCOS.



*also referred to as insulin insensitivity in some literature

Reducing Cravings

Things you can do to reduce or eliminate cravings before they begin

(1) Daily practices to manage stress and anxiety

Stress is one of the most common causes of cravings which can lead to emotional eating and cravings for comfort food.

Not only is chronic stress related to more food cravings, but can also lead to weight gain through over-eating, slowing thyroid function, causing chronically elevated cortisol, disrupting sleep and negatively impacting gut health (Van DerValk, 2018).

Simple ways to manage stress and your ability to cope with stress are:

- Getting 7-8 hours of sleep per night
- Limit caffeine intake
- Schedule time for yourself every day (even if it's just 5 minutes!)
- Prioritize just 3 to-do's each day
- Create systems inside your health and wellness routine that make it more automatic.
 - E.g. - a menu-planning system
- Spend time outside
- Lean on your support system or invest in a coach, community or mentor for support.
- Nourish your body and brain with supportive foods
- Establish boundaries around your self-care time and practices so you're not trying to pour from an empty cup.
- Spend a few minutes planning out your day and setting an intention so it feels less reactive
- Focus on single-tasking and time-blocking to avoid overwhelm



Reducing Cravings

(2) Drink plenty of water

Hunger and thirst produce similar sensations in the body. Many people find that they have a reduction in food cravings when they are hydrating the appropriate amount throughout the day.

The recommendation for water intake:

- 2 litres per day for women
 - = 73 ounces
 - = 9 cups
- 3 litres per day for men
 - = 100 ounces
 - = 12.5 cups

It's especially important to increase your water intake if you have been extremely active and perspiring a lot, have been consuming alcohol or have been consuming a lot of caffeine.

(3) Ensure you're getting enough sleep

Lack of sleep alters your body's hunger and fullness hormones: ghrelin and leptin. This may contribute to over-eating and weight gain over time (Markwald, 2013)

Our body communicates a need for energy through cravings for sugar and fat when we are sleep deprived even if we are eating enough.

This means that if you are not sleeping enough, you could still feel more physically hungry despite eating enough food.

Lack of sleep can also contribute to cortisol dysregulation which leads to hormone imbalances and difficulty losing weight over time.



Reducing Cravings

(5) Eat enough protein and fiber

Protein is more satiating than carbohydrates and fat and so ensuring your diet contains plenty of lean protein sources can help to curb cravings before they begin.

Fiber helps to feed good gut bacteria and also helps to keep you satiated for longer by providing bulk and volume to your meals, making you feel more physically satisfied.

Fiber and protein are also important to regulate blood sugar levels.

A sharp drop in blood sugar from a highly refined carbohydrate snack or meal that is not balanced in macronutrients can lead to an increase in cravings as your body attempts to regulate.

Protein recommendation:

0.7 - 1.0 grams per pound of body weight

Fiber recommendations

35-45 grams per day

(6) Eat enough food at regular intervals

Waiting until you're ravenously hungry to eat or constantly grazing throughout the day can both have a negative impact on gut health and the hormone insulin over time.

You're more likely to experience cravings and overeat if you haven't eaten enough throughout the day or have waited too long to eat.

Try to space your meals 3-4 hours apart to allow time for digestion.

If you find you get hungry quickly after a meal, there's a good chance it was either not enough food or was missing a key component of a balanced meal.



Cravings Cheat Sheet

Sugar / Carbs

Communicates a potential lack of:

- Chromium
- Phosphate
- Sulphate
- Tryptophan
- Sleep

Can also be caused by

- Stress
- Lack of protein or fiber
- Habit
- Dehydration
- Lack of sleep or low energy
- Low blood sugar
- Luteal phas

Eat more

- Fiber-rich carbs like apples, bananas, root vegetables, cruciferous vegetables
- Drinking more water

Chocolate

Communicates a potential lack of:

- Magnesium
- Chromium
- B Vitamins
- Essential fats

Can also be caused by

- Stress
- Overconsumption of caffeine
- Needing comfort
- Low mood / low serotonin

Eat More

- Dark Chocolate
- Cocoa powder or cacao nibs

Cheese or High-Fat

Communicates a potential lack of:

- Calcium
- Omega-3 fatty acids

Can also be caused by

- Stress
- Needing comfort
- Feeling overwhelmed / need to feel grounded and safe

Eat More

- Fish
- Whole eggs
- Avocado

Salt

Communicates a potential lack of:

- Chloride
- Silicon
- Magnesium
- Potassium
- Sodium

Can also be caused by

- Lack of electrolytes
- Dehydration
- Stress

Eat More

- Nuts and seeds
- Fruit and vegetables

Cravings Swaps Cheat Sheet

Potato Chips



Small handful dry roasted nuts

Air Popped Popcorn

Kale chips

Sprouted grain crackers

Veggies and hummus



Chocolate



Dark chocolate (80% or more)

Protein Pudding

Peanut butter with banana



Soda



Sparkling water with a splash of fruit juice

Stevia-sweetened sparkling beverage

Kombucha



Reflection Worksheet

Use this as a tool to reflect if you over-eat or feel you've gone off plan unintentionally

DATE

What did you eat that wasn't intentional or in your plan?

What time of day did this happen?

The events leading up to this were....

What I was telling myself in this moment was...

The way I was feeling in this moment was...

What did I learn about myself from this experience?

How will you respond differently next time these circumstances, thoughts or feelings come up?

Craving Trigger Worksheet

Use this as a tool to identify cravings and potential triggers

DATE

What food were you craving?

What time of day did this happen?

Water Intake

Hours Slept

Stress Level
(1-10)

Phase of Cycle
(if applicable)

On the Hunger-Fullness scale of 1-10, how hungry were you when this craving began?

Briefly list everything you had to eat and drink on this day

Describe any exercise or activity you participated in, including type, intensity and how your energy levels were

1. Hallam J, Boswell RG, DeVito EE, Kober H. Gender-related Differences in Food Craving and Obesity. *Yale J Biol Med*. 2016 Jun 27;89(2):161-73. PMID: 27354843; PMCID: PMC4918881.
2. Van der Valk, E.S., Savas, M. & van Rossum, E.F.C. Stress and Obesity: Are There More Susceptible Individuals?. *Curr Obes Rep* 7, 193–203 (2018). <https://doi.org/10.1007/s13679-018-0306>
3. Markwald RR, Melanson EL, Smith MR, Higgins J, Perreault L, Eckel RH, Wright KP Jr. Impact of insufficient sleep on total daily energy expenditure, food intake, and weight gain. *Proc Natl Acad Sci U S A*. 2013 Apr 2;110(14):5695-700. doi: 10.1073/pnas.1216951110. Epub 2013 Mar 11. PMID: 23479616; PMCID: PMC3619301.