

JJ VIRGIN'S

# SUGAR IMPACT

DIET COOKBOOK

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# TOP TEN TIPS FOR CRUSHING CRAVINGS IN UNDER 10 MINUTES

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JJ VIRGIN, CNS, CHFS



# TOP TEN TIPS FOR CRUSHING CRAVINGS IN UNDER 10 MINUTES!

“I needed an SOS, stat,” my friend told me, recalling a recent episode where chocolate brownies confronted her after a grueling workday. “It was almost like my daughter strategically placed the leftovers from her bake sale to jeopardize my success.”

Likewise, you’ll certainly encounter situations where your dietary enemy rears its ugly head, even when you strictly forbid its kitchen entrance.

You know the scenario. You’ve had a crazy day meeting deadlines, you feel constant pressure for not hitting your quota, yet you’ve proudly maintained healthy eating. You exhaustedly crash on the couch watching Friends reruns after a low-sugar impact dinner only to realize you’ve got cheesecake ingredients in the fridge. Cravings can strike when you’re most vulnerable.

In my Sugar Impact Diet, I’ve provided numerous strategies to minimize those cravings, which often occur when you completely eliminate sugar at once. That all-or-nothing mentality practically guarantees you’ll go into withdrawal like you would with any addiction.

Instead, I provide a game plan to taper and transition, nice and easy, from high-to medium-to low-sugar impact foods. It’s a process that sets you up for success and prevents the cravings that can set you back. The 3 cycles on my program help you effortlessly, permanently transition off sugar and help you fight symptoms that arise as you make the shift to low-sugar impact living.

Cravings will often occur as you transition off sugar. Even when you do achieve that low-sugar impact glow, they can still strike (damn you, cookie dough ice cream!) and you’ll want everything in your arsenal to stop them pronto.

Fast becomes the operative word here. Cravings often sidetrack you. They play dirty, hitting you at your weakest moments, so you need strategies to quickly put them in their place.

To regain control and put yourself in the driver’s seat to crush cravings, you’ll want to employ these 10 fast, effective strategies that can crush your cravings in just minutes.



1

**Eat By the Plate.** Think about the last time you ate a big bowl of fettuccine Alfredo or another carb-heavy, high-sugar impact dish. Even if you ate a massive portion, you probably found yourself hungry 2 hours later and craving apple pie ala mode. That's because high-carbohydrate meals raise your blood sugar. Insulin swoops in to pull it down, but this hormone often over-compensates and pulls blood sugar too low, setting the stage for hunger, crankiness, and cravings. Instead, you want nice, steady blood sugar levels. For that to happen, every meal should contain healthy, blood sugar-stabilizing foods like clean lean protein, healthy fats, lots of leafy and cruciferous veggies, and slow low carbs like quinoa. This plate combo fills you up for 4 – 6 hours, keeps you satisfied, helps you burn fat, and crushes cravings. I can't completely promise you won't occasionally become tempted, but organic free-range chicken breast, sautéed broccoli, and wild rice for dinner becomes a practical guarantee you're not making an 11 p.m. nose-dive into the butter pecan.

2

**Burst to Blast Cravings.** Among its countless benefits, exercise raises food-good endorphins so you're less likely to look for a quick fix with the blondie brownies. Burst training, also called high-intensity interval training (HIIT), gives you an effective, efficient workout in just minutes a day. When you feel a hankering for bread pudding hit, find the nearest stairwell (this works great in office buildings) or park hill and literally burst away those cravings before they sabotage your success. I've combined burst training with weight resistance for a one-two cravings punch in my 4X4 Workouts, which you can do in just 15 minutes, 3 times a week. That's less time than you've spent all week standing in your coffee store queue salivating over stale, high-sugar impact behind-the-counter pastries. Grab a [FREE 4X4 Workout here](#).

3

**Drink Lemon-AID.** There's an old wives' tale that lemon juice lowers blood sugar. Well, it turns out, there's some truth to it! My hero Tim Ferriss, infamous biohacker and author of The 4-Hour Body, experimented with it and discovered that having 3 tablespoons of lemon juice when he ate lowered his blood sugar peaks by about 10 percent. My Lemon-AID takes that to the next level by knocking out your sweet tooth while providing a delicious, hydrating drink. Simply squeeze a couple tablespoons of fresh lemon into water along with some [glutamine powder](#) and [Extra Fiber](#) or chia seeds. The sourness curbs your cravings, tempers your blood sugar, and takes the edge off hunger.

4

**Take a hot bath.** You're not going to go face down in the molten chocolate cake when you're soaking, are you? (If you're eating cake in the bath, that's just weird!) A hot bath helps reduce cortisol levels to melt away stress, helps you unwind after a brutal day, and guarantees for a little bit at least that you're not making a late-night kitchen raid. My bedtime ritual involves a hot bath with chamomile tea and a good (but not great) novel. Bonus points for adding magnesium-rich Epsom salt, a mineral most of us are deficient in.

5

**Give someone a hug.** Think about the last time you gave someone a deep, meaningful hug. You probably felt great, but just as importantly, those cravings for caramelized banana pudding went on the backburner. Hugging reduces levels of your stress hormone cortisol while boosting oxytocin, a feel-good neurotransmitter that helps humans bond together. One study among marijuana users concluded oxytocin could improve stress-induced reactivity while reducing cravings. Maybe that comparison sounds far-fetched, but remember sugar is also an incredibly powerful drug that can be eight times more addictive than cocaine. Another study found more frequent partner hugs could help lower blood pressure and heart rate while raising feel-good oxytocin in premenopausal women. Frequency matters too: One study concluded that “four hugs per day was an antidote for depression, eight hugs per day would achieve mental stability and twelve hugs per day would achieve real psychological growth.” Like non-starchy veggies, hugs are an “unlimited” thing. More is better!

6

**Incorporate digestive enzymes.** If you're following the plate rules but still experience cravings, you might not be optimally digesting your food. Digestive issues like heartburn or gas and bloating after you eat can become red flags you need a digestive enzyme supplement. That's because your body's own digestive enzymes – especially your stomach's hydrochloric acid secretion – slow down by the time we're in our 30s, which means we have more problems breaking down our food. When you're not digesting your food well, you're also not absorbing nutrients, so you can be setting yourself up for vitamin deficiencies that pave the path for cravings. Most dietary enzymes break down carbohydrates quite well, yet don't break down protein or fat efficiently. Not the scenario we want, since breaking down carbs too quickly soars your blood sugar and sends insulin in to store that excess sugar as fat. My Digestive Enzymes remedies that problem by effectively breaking down dietary fat and protein but slowing or even blocking carbohydrate absorption. The result is steady blood sugar levels so you knock out hunger and cravings.

7

**Do yoga or meditation.** Let's face it: Many of us use food to assuage stress, and not wild salmon and Brussels sprouts either, if you catch my drift. That's where you need to find a non-food gratification. Among their benefits, studies show yoga and meditation reduce stress so you're less vulnerable to that half-eaten rocky road pint your husband left in the freezer. The key becomes finding a style that works for you, so experiment with yoga classes or DVDs and try a few meditation techniques. The goal is to find something that you can commit to consistently. (Hint: If that Tuesday morning yin yoga class stresses you out and leaves you craving fro-yo from the shop down the street, find another class!) If yoga or meditation isn't for you, consider deep breathing, mindfulness, or my number-one way to deal with stress, intentioning.

8

**Find an accountability partner.** Busting cravings alone can become nearly impossible, so find someone supportable who can rescue you when you're jonesing for those hot cinnamon buns at the mall or airport. One study at University College London looked at over 3,000 married, older British couples and found a person was more likely to change their unhealthy behaviors if their partner did too. Your partner can become your best ally against cravings, but a tell-it-like-it-is bestie can also keep you on track for fast, lasting fat loss. Pull in your lean-minded friends here and make it fun. Have a bet to see who can abstain from high-sugar impact foods, sort of like that Seinfeld episode "The Contest." Just as importantly, become accountable to yourself. Write everything down, establish your "why," have a bathroom talk if you feel tempted at your next social gathering, and remember that little black dress (or maybe skinny jeans) await you for that big party on Saturday night.

9

**Laugh.** Think about the last time you watched a hilarious movie or your friend made you laugh uproariously until your stomach hurt. You probably weren't craving hot apple fritters, right? That's because when you laugh, you boost feel-good serotonin and other neurotransmitters that gave you the same rush as chocolate chip cookies but without their guilt-ridden aftermath. A recent study, entitled "Laugh Away the Fat? Therapeutic Humor in the Control of Stress-induced Emotional Eating," found humor could become a food substitute that could "blunt hunger stimuli." Make time for laughter. Have frequent tea dates with your joke-cracking bestie, opt for a Netflix comedy, and allow yourself the opportunity to experience laughter as a healing remedy that crushes cravings.

10

**Take a nap** (but get your 7 – 9 hours sleep). One study among young healthy adults found even one night's sleep loss activates your stress system, increasing hunger and appetite while knocking your hormones out of whack. Researchers concluded that ultimately, these changes could "lead to increased consumption of 'comfort' food and obesity." You probably know the caffeineated morning-after mess where you're craving a dark roast and whatever high-sugar impact pastry all too well. That's why you always want to find your sweet spot (no pun intended) and aim for 7 – 9 hours of quality, uninterrupted sleep. Still, you'll probably have a few mornings where optimal sleep didn't happen and you're less resilient to the double fudge cookies your coworker brought in. If you can squeeze it in, short nap can help here. One study found a short post-lunch nap could improve cognitive performance in athletes with partial sleep deprivation. Another found a less-than-30-minute daytime nap promotes wakefulness while enhancing performance and learning ability. (In contrast, researchers found longer naps might morbidity and mortality.) A 10- or 20-minute nap can reboot your system and leave you feeling invigorated so you're less likely to need or even want that mid-afternoon caffeine and high-sugar impact fix.

What strategy would you add here to quickly and effectively crush cravings for fast, lasting fat loss? Share yours on my [Facebook page](#).