

How To Deal With Stress / Emotional Eating & Cravings

Mmmmm...



**And Gain Total Control Over Your Eating
Once And For All**

If you want to make it easier for you to succeed with your weight loss goals by improving your relationship with food...

...then this mini-guide will give you back control once and for all.

You'll therefore be able to reach your weight loss goals a lot faster than you ever thought possible.

First, a little story:

Actually this story in particular is quite famous amongst psychologists and neuroscientists alike.

It's about a chap called **Phineas Gage** way back in the year 1848 (see image).

Whilst working (as an American railroad construction worker) a large metal rod went straight through the front part of his head and pierced the front part of his brain.

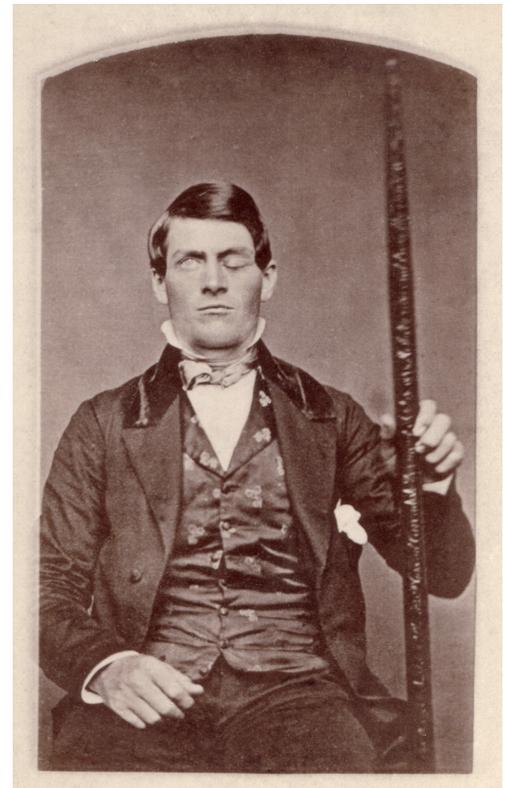
Against all the odds, he survived.

Which is oddly only part of the reason why this story is so famous amongst psychologists and neuroscientists.

The other reason?

Before the accident Mr Gage was known to be quiet, respectful, well-liked and professionally successful.

After the accident everyone noticed that he was different. Totally different.



In fact, his doctor at the time wrote:

“The balance between his intellectual faculties and his animal propensities seems to have been destroyed. He is fitful, irreverent, indulging at times (...) impatient of restraint or advice when it conflicts with his desires...”

In plain english, Phineas Gage had become indulgent, overweight, rude and unable to think ahead of his current desires.

Basically his personality was totally different and he simply gave into any cravings he had - whether that was eating or doing something entirely random.

So what happened?

At the time nobody knew what the hell had happened.

Since then however...

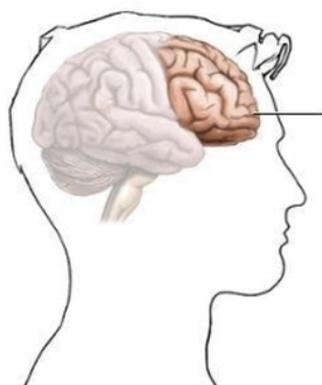
...Scientists have figured out that what happened was the iron rod that pierced his brain...

...pierced what's known as the 'pre-frontal cortex' part of your brain (PFX or PFC for short).

This part of your brain is oddly non essential. Likely why Mr Gage never died from having it destroyed.

That said..

..it is in recent times known as the “executive functioning” part of your brain.



your pre-frontal cortex
is here

The reason for that is because its needed to enable you to control short-sighted, reflexive behaviours to take part in things like planning, decision-making, problem-solving, self-control, and acting with long-term goals in mind.

Ever wondered why your pet dog jumps at food every chance it gets despite the fact it may be getting overweight?

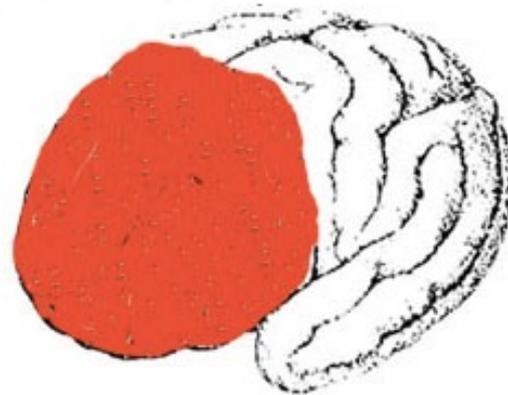
Because dogs have a very small Pre-Frontal Cortex and therefore don't have much in the way of self control or long term thinking.

Dogs Pre-Frontal Cortex



Ever tried to tell a toddler they can't have chocolate now but maybe tomorrow?

Humans Pre-Frontal Cortex



They don't understand what "later" or "tomorrow" means.

They just want it. NOW.

Why do you think that is?

Yup...

...their Pre-Frontal Cortex (which allows them to think more long term) doesn't develop until they are about 5-7yrs old.

At which point you can reason with them more like you would with an adult.

So because of the iron rod accident Phineas Gage had lost all ability to think longer term and simply gave in to all his impulsive desires/cravings.

Here's why I'm telling you this story:

Modern Life Is Making You Like Phineas Gage (And Switching Your Pre-Frontal Cortex OFF)

Remember that your Pre-Frontal Cortex (the front part of your brain) is where your willpower comes from. Its where your motivation comes from.

And modern life is switching it off without you even realising.

Currently modern life is moving at a faster pace than ever before.

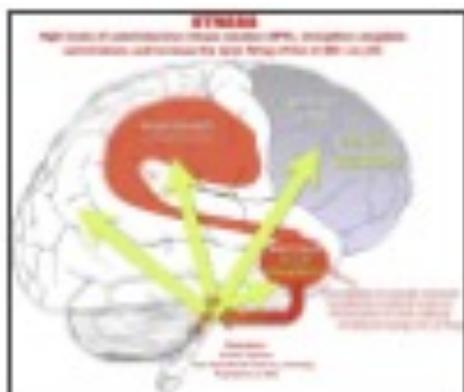
There's a lot to be thankful for in this modern life..

..but what it also brings with it is more stress and more tiredness (*especially if you're a parent*).

Remember that the Pre-Frontal Cortex part of your brain allows you to think long term instead of simply giving in to short term desires (like eating a cookie).



This is what your brain looks like in a 'non-stressed' i.e. normal state. The blue colour means your Pre-Frontal Cortex (the part of your brain that gives you willpower & motivation) is 100% functional.



← this is your brain in a stressed/tired state. Notice the front part isn't activated anymore. That means zero willpower or motivation. The red part? That's the Amygdala i.e. the emotional part of your brain. When that's activated? You WILL comfort eat.

Well...turns out scientists have figured out that STRESS and TIREDNESS in and of itself literally TURNS OFF your pre-frontal cortex.

Think about that for a second.

This means the more stressed and more tired you are the more impulsive you'll behave therefore making it HARDER to stay on track with your long term goals (like getting your old body back).

This might sound like a no-win situation but its actually good news because the REAL problem is not that you lack willpower, its that you're probably more tired and stressed than you realise.

Have kids?

Moved house recently?

In debt?

Have a stressful job?

Work long hours?

Don't sleep like a baby at night?

Need multiple coffee's to get going in the morning?

All of these and more a literally just **symptoms of the real reason** why you over eat/make poor food choices when you know you shouldn't.

If it wasn't clear enough yet..

..the real reason you eat emotionally, over indulge or make poor choices is because you're tired, stressed or both.

You may not even realise it.

The UK government states that 96% of sick days are taken because of stress.

Yet only 35% of people would describe themselves as stressed.

So that means most people don't even realise they are walking around like Phineas Gage - with their Pre-Frontal Cortex ripped out leaving them with zero willpower or motivation.

So you're probably wondering what you can do?

I mean...

...you can't give your kids away.

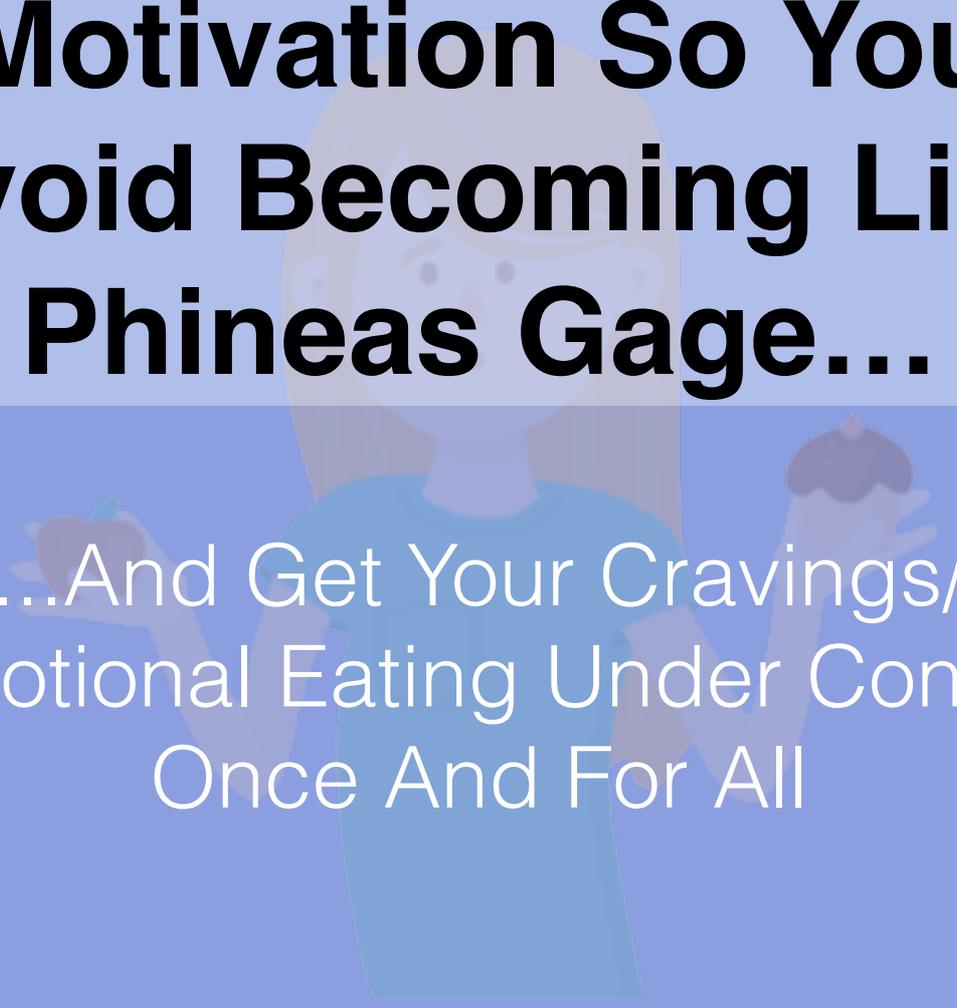
You can't give up your job.

You can't stop checking social media 100x per day (well ok, you could do this one).

Here's How To Keeping Your Pre-Frontal Cortex Working...

**...Literally 10x'ing
Your Willpower &
Motivation So You
Avoid Becoming Like
Phineas Gage...**

...And Get Your Cravings/
Emotional Eating Under Control
Once And For All

A faint, light-colored illustration of a woman with long blonde hair, wearing a teal shirt. She is holding a red apple in her right hand and a chocolate cupcake in her left hand. The illustration is centered behind the text.

This Ancient Practice, *Brought To The West By A Monk*, Eliminates Stress, Depression And Even Binge/Over Eating.

At the young age of 22 Andy Pudicombe quit his degree in Sports Science half way through to travel to Asia to become a Buddhist monk.

He spent 10 years living and being trained as a monk in a Tibetan Monastery in the Himalayan Mountains.

In 2004 Andy decided that whilst he loved his life in the mountains, he knew what he had learned could help so many people if he brought it back home to the West.

I am of course telling you the story of the founder of the now famous company called Headspace.

Headspace is a famous meditation app that teaches people how to meditate in just 3mins per day.



Why is this relevant?

Well since Andy popularised meditation in the West huge numbers of studies have been conducted to see if it actually makes any difference.

Turns out, meditation has huge benefits for your brain and therefore your weight loss as mentioned previously.



“Learning to meditate was one of the most life enhancing things I’ve ever done.”

- Oprah Winfrey

Remember the story of Phineas Gage?

His Pre-Frontal Cortex (the front part of your brain) was destroyed in an accident.

He subsequently became irrational, ate emotionally etc.

Also remember how being stressed and/or tired (or both) deactivates your Pre-Frontal Cortex, making you more like Phineas Gage (*and therefore more likely to overeat on Greggs than eat wisely*)?

Well turns out...

...Meditation (which is literally sitting and doing nothing) reverses ALL of that.

For example:

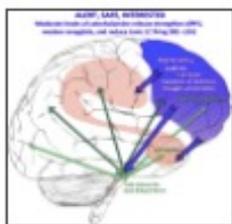
In 2017 a team of researchers looked at all the research on diets, exercise and meditation in relation to weight loss and what they found was startling.

They noticed a trend that diets + exercise alone led to short term weight loss but in the long term, people tended to gain back the weight.

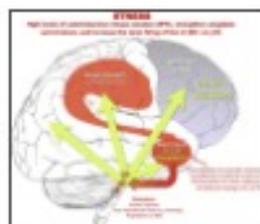
Whereas programs that included a diet + exercise + meditation not only led to short term weight loss but people also kept the weight off long term.

Why does this happen?

Well turns out Meditation is really effective at reducing stress, reducing tiredness and keeping your Pre-Frontal Cortex working optimally.



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The net effect for you?

You have more willpower and more motivation making it easier to do what you know you should with regards to eating.

Pretty cool, right?

If you're wondering how to get started with this meditation thing, its super easy.

The Headspace app is free to try. An alternative is one call Calm which is also free to try and very good. Insight Timer is also very good and free to use.



<https://www.headspace.com/>



<https://www.calm.com/>



<https://insighttimer.com/>



"Meditation helps slow things down so that I can act calmly, even in the face of chaos, like a ninja in a street fight"

- Ray Dalio (multi billionaire)



"Meditating lowered blood pressure, lowered psychological distress, anxiety, anger & hostility for participants in our study."

- Dr Nidich, Centre For Natural Medicine & Prevention