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Podcast Episode # 17

The Beyond The Food Show

UnDiet 2017 Series (#3 of 5) - Ditch Your Old Cravings



the

BEYOND THE FOOD

Show

WITH STEPHANIE DODIER

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Stephanie: Welcome to episode 17.

This is episode three of a five-part series title Undiet 2017. I'm inviting you to a new way of looking at weight loss, ditching the diet and starting this New Year 2017 in a completely new way.

If you are ready to change the way you're dealing with food and try something new, well, this is for you.

Here's how we're doing Undiet 2017. Episode 15, which was episode 1 of this series, we addressed the main problem and we started a revolution in your life. Your relationship to food. It's critical that you listen to this episode. If you skipped it, I highly, highly recommend that you go back to episode 15.

The last episode, episode 16, we stop dieting and start living. How to turn your mindset with regards to diet and why you need to do it.

Today, we're tackling my favorite subject - food craving. I'm inviting you to ditch your old craving and walk on the new one.

Next episode, another very special and powerful episode where we're going to set our goals for 2017, but in a completely new way. We're going to talk about feelings instead of timelines and objective. And I have a special guest for you. Her name is Katie Perry, and she's going to teach us how to set goals with feelings.

And, episode 19 will be our Undieting 2017 game plan where we're going to get into the details so the left-brain people, this is going to be your episode.

So, my question to you is how was your experience from the exercise I left you with in episode 16? How was it to stand in front of the mirror and to say those magic words? I have seen some feedback in the reviews, but I want to hear more from you. So, make sure that is you have completed this exercise which I cannot recommend highly enough that you go in the review section of the podcast and you share how this exercise helped you, what you discovered about yourself.

And the review of the podcast is something that's really important to me to hear from you so I can fuel myself to create more episode that will help you.

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So, I'm inviting you to share your feedback, maybe on today's episode in the review section. And while you're doing this, we have a contest right now running right till January 15 to entice people to leave review. So we have two \$50-gift card for Primal Life Organic Skin Care to be drawn. And the third prize is a one-hour Power Hour Session with me, where I'm going to look at your overall health and guide you through a personal action plan. So, if you want to be entered to win any of those prizes, again, just leave a review on iTunes.

Are you ready to do this? Ready to ditch your old craving? Let's get on with the program.

Food cravings defined as an intense desire to eat a specific food stuff is a common occurrence across all cultures and society. In my experience, and based on statistics, food craving are the number one reason why people fell at their diets. Food craving are the number one reason why people fail at their new lifestyle. If you refer back to episode 15, you know exactly what I'm talking about.

Food craving are normal. They are expected. Food craving do not mean that you are lazy, that you lack discipline or, well, power. And I know every time I say this that it is during a seminar live with people or over Facebook Live, people cringe and people cringe because they have learned, they have been brainwashed to hate on their food craving. To dislike their food craving, to fear their food craving.

So, if that's you right now, I'm asking you to keep an open mind. I'm asking you to stay with me until the end for the next 20-25 minutes that this is going to take me. I urge you to listen. Because if this statement, the first one minute of this podcast, triggered you, you need to hear this. The feeling of being triggered of finding this message to be crazy is your ego talking to you and it's the need for you to listen to this to listen to this different outlook on food craving.

Before we start and we get into the details, I need us to take one step back. And that step-back is going to be the definition of health by the World Health Organization. If you were right now with me in my office, we would all turn to the left and look at a poster that I have on my wall. And I will read to you what that poster says. And as a definition of health, from the World Health Organization. Health is a state of complete physical, mental, and social well-being not merely the absence of disease, and/or infirmity. Health is our natural state of being for most of our life. Our body will do anything to get us back into a health state of being. Because that's the natural state that the body has a goal needs to be in.

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Now, you could also look at the definition of happiness in a very same manner as the definition we just did of health. Unfortunately, I did not find a definition of health that I could quote here. But let's just imagine that health and happiness are both defined in the same way - it's a state of balance.

Being happy means that we are in a state of happiness, a state of joy, of cheerful, of bliss, of contentment. It's the natural state of the human being from an emotional standpoint. Health is the natural state of being physically. Happiness is the natural state of being emotionally.

Now, as I said earlier, when we're not healthy, our body will do anything to get us back in a state of health. The same thing when we're not happy our body will anything. Our mind, our soul, our spirit, however you want to call that, will do anything to get us back in that state of happiness.

Throughout this journey of wanting to go back to health or happiness, our body will attempt to communicate with us via signs, symptoms that will tell us what we should be doing to help ourselves get back in balance, get back in that state of health, in that state of happiness. Those are commonly called symptoms. You're sick, you end up in a hospital, you have a symptom that's being diagnosed by a doctor that leads to the naming of a condition, right? Symptoms can be something as simple as a fever. A fever is a symptom that your body will produce when the immune system is actively working trying to protect you and defend you from an enemy. That's a symptom.

Thirst. Thirst is another symptom. Now I'm raising my glass of water. Thirst is a symptom for a need of hydration. Basically your body, your mouth does not have enough hydration and it's triggering this connection, mind and body that tells you, "Oh, you're thirsty, you need to drink." Same thing with hunger. Stomach is empty, the body needs fuel, it will trigger a feeling of hunger.

Now here's the tipping point here. Cravings are just another symptom that something is out of balance. It's another sign. It's another way for your body to communicate with you. Boom! That's it. That's what food cravings are. Food craving are just another "symptom" like fever, like thirst, like hunger to let you know that something is out of balance that it needs to come back and balance, and it's coming out as a craving. Crazy, right?

Let me continue. Food craving can be of two sources. Food

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craving can be emotional. Food craving can be physical. So, far we've talked about happiness being that state that altered state that the body wants to be in emotionally and health is that natural state that the body wants to be physically.

So, our body can use craving as a mean of signing up or waking you up that there is a need for balance in the side of emotion and the side of physical.

So, let me give you a few example of those. Emotional craving, an example, is food that are triggered by memory of childhood. We all have foods that we ate when we were young that represent as a signal to our mind or soul or spirit memory of happiness. It can be in my case. It's sugar pie. For those that may be aware of the French-Canadian culture, sugar pie is something that we've all had when we were young and we were all fed sugar pie in big family gathering, when we had a lot of fun, a lot of pleasure, it was a treat. So when I think of sugar pie, my brain goes into a place of happy memory.

And, sometimes, I will crave sugar pie when I don't feel happy. When I feel sad, when I feel lonely, when I miss my family. So, childhood memory linked to food are a signal from our body that we feel lonely, an example for me, and lonely is counter-opposite of happiness, right? So, our body will trigger those craving for food as a mean for me to remind myself of those moment of happiness.

Chocolate craving. Now, ladies, when I'm in a room and I do the seminars and I have hundreds of people in front of me, and I always do this survey. I ask the people in the audience who has experienced a chocolate craving in the past. And if there is a mixed room in front of me, nearly all the women will raise their hand, like literally 99% of the women will raise their hand. It's mostly 100%, but I don't want to say 100%, because there's always an exception. 99% of the women will raise their hand and tell me that they've experienced chocolate craving. With the men? It's very rare. Now, why is that?

Well, what's interesting about a chocolate craving is that it's actually been studied. There've actually been studies made on why people crave chocolate. And for the science nerd here you're going to like this. Chocolate craving has been linked to a biochemical called PEA. Now the long name of PEA is Phenethylamine. We'll call it PEA for simplicity, but it's a compound of Cacao. Okay. So, chocolate is made from cacao. Cacao is the plant that produce the chocolate, the cacao. And within cacao, there is a chemical component called PEA. What the researcher have found is that

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PEA is also produced by our brain when we feel in love. When we have that feeling of being loved, of being cherished by someone close, a partner, our brain produce that PEA which, in conjunction with Dopamine, makes us feel good, makes us feel happy.

Well, if you are in an emotional state that you don't feel love or you feel rejected by your partner or you feel mistreated by your partner, you're not producing enough PEA. And our body being a smart as our body are, they have realized that when we eat chocolate, when we eat cacao, we get that PEA chemical which is able to bind with that Dopamine to make us feel happy, make us feel in love and cherished. So it's been linked to the lack of love. Can be momentarily, can be long term, it's irrelevant. But when we, particularly as women, don't feel love, we could be craving chocolate as a mean of our getting our body PEA, which will then trigger that feeling of being loved and cherished.

So, I can portray your face right now on the other side of the mic and say, "Oh, my God, this is crazy." Because I've said it's presented this material so many time I know how people react. It's true. So that's the emotional side of craving.

Now, physically, our body when it's balanced remember the state of health is a state of balance, right? Between our physical, our social well-being. So, when our body is out of balance, and a very simple one is when the body needs macronutrients, needs fuel, it will trigger craving because you're hungry. And when you crave, because you're truly hungry like your stomach is empty you need fuel, you will not crave a specific food. You will crave food. And it's going to be gradual and rising, incontrollable, which is a total opposite of emotional hunger.

Now another example of that would be blood sugar dysregulation. So, if you have, I want to sit tight, 2 Diabetes or even if you have just a lot of sugar craving, meaning that you consume a lot of sugar, your blood sugar increase and your blood sugar decrease, you're on the roller coaster of the blood sugar, when you're dipping at the low, like the 10 am and 2 pm in the afternoon, you're going to be craving sugar to raise your blood sugar back to a normal level because you went too low. That's another type of craving.

Your microbiome. So what I mean by microbiome is the [0:17:23] bacteria that you have in your small intestine, in your colon. We call that the microbiome. If that variety and quantity of bacteria is not great or is not diversified enough, you could be craving food as a mean of reestablishing balance in your microbiome.

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The last one that I want to talk to you when it comes to physical craving is this whole aspect of processed food in manufacturing a food. If you recall back to episode 15, when I talked about what is food and how to stop labeling food as good or bad, and I said, of course, we need to acknowledge what is food.

Food is the food that's been put on this planet for us to eat. And then you have the whole processed food. [0:18:13] which is food that has been created in a chemical lab in an engineering plant as a mimicking of food. Well, let it be known that the food industry, when they create these food, when they create the hotdogs and the Cheez Whiz and the Doritos, and all that stuff, they don't randomly put food together. They know through research what you guys and I crave. And they engineer their food for the food to taste super good when we consume it, triggering craving for sensation of feeling good in the future. That is why you'll hear many people say, "Ditch the manufacturing food, the processed food and you will no longer crave junk food." And I know when you're stuck in that cycle of junk food it seems impossible. But trust me, it is the case. Because when you get away from those engineered food for craving, and you get away from them for good 21 to 30 days, you no longer will be under-the-spell effect of that manufacturing and produced food that the food industry engineered for you to crave. You'll be able to walk by those food without craving them.

So, those are just some example of emotional craving and physical craving. If you want to dive more in depth in the world of craving, I would recommend that you would look for my Mastering Your Food Craving master class. The link will be in the show note. That's a one-hour-and-15-minute class. And it will dive into all the details of both categories.

So, I wanted today to just give you a high-level overview of what a craving is and the different types of craving you can experience. But bottom line is this. I think I've drawn the picture enough for you to understand that craving are a mean of our body to communicate with us. All our body want when it crave food is to communicate that there is an imbalance somewhere either at the emotional level or at the physical level.

If you perceive your craving as enemy, if you are under the belief that is given to us via social media, Mr. Google, the Internet that craving are bad things and craving are the enemies and we need to suppress our craving. And we need to ignore our craving. If we have enough willpower, you will be able to not respond to your craving. These are all a mean for us to have negative feeling towards our craving and that prevents us to actually start listening to our craving.

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And when we start listening to our craving, that's when the magic happens. When we switch from perceiving our craving from being the enemy to being our friend, the craving slows down. The craving stops because the body no longer needs to always send you the same craving to make you listen because you are actually listening when the craving happens. Think of your craving as your intuition, as your cues that something is going on that you need to do something, you need to change something, you need to take action.

So I have created a four-step process to eliminate your emotional eating and, again, in the show notes, stephaniedodier.com/017, you will have the link, it's a free one-page document that you can post in your kitchen or in your office or you can have on your iPhone that will take you through the four-step process to start listening to your craving.

And I'm going to give you the high-level here but step number 1 is stop what you're doing. When you feel the craving coming up, stop, and learn to defer emotional hunger versus physical hunger. And the guide will take you through all of that.

Step number 2, get away from the food. Once you know it's an emotional eating, get away from the food. If it's physical, go eat. If it's emotional, get away from the food and start breathing. And breath is this special unique exercise that you can do to physically put your nervous system in a completely different sphere, sphere of rest and digest relaxation calm, but also the breath will put you in touch with your body so you can start listening.

And that's step number four. Feel what's going on in your body. Feel what's going on in your life and try to understand why you are emotionally craving food. Takes about 10 minutes to do when you have a craving. And when you get used to it, it can be done to within don't even need to get away from food. You can just apply those four steps and really be in touch with your body. It's the practice.

If you've been disconnected from your body, from your emotion, from your feeling because you thought that suppressing them was the right thing to do, well, it will take a little bit of practice for you to go back and start listening in being able to interpret those messages. This will allow you to ditch your old craving and get friendly with your new craving. This will allow you to discover yourself and make yourself a better person emotionally and physically. It will lead to a significant reduction in your craving because you will no longer fight yourself. When you suppress your craving, they just come back with a vengeance. It's the whole yo-yo dieting. Lose 50 pounds, get 65 because you

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suppress your craving, never listened to anything.

And then, once you weren't able anymore to suppress, they came back with a vengeance. Okay? Be friendly to your craving. Ditch your old way of looking at your craving and welcome this friendlier way of looking at your craving and let yourself be guided.

I have an exercise for you as we end every episode of the series. This question's going to be one of journaling. And the few question that im' going to ask and I want you to sit down in a quiet space, in nature in silence and ask yourself those question and journal on it.

First question. Do you ever crave food associated with your childhood or any part of your past? What emotion were associated with this food? In your childhood or the past? What situation, even, person trigger those craving today? And when those craving show up today, how do you respond to them? So take a moment and journal on those question.

There you have it. How to Ditch Your Old Craving and Get Friendly with the new one. Once you have performed the exercise of journaling question, be sure to let me know what you thought by leaving a review on iTunes and at the same time be entered in a contest to win two gift card from Primal Life Organic Skin Care or a power hour with me.

Come back for the next episode where we talk about how to set goal that will actually get you moving forward for the whole year. Goals with Feeling with Katie Perry.

All the links of everything we talked about today will be in the show note that could be found at stephaniedodier.com/017. That's where you can also pick up the transcript and all the links, including the one to join the community.

I want to take a moment today to thank our sponsor for today's show. It's actually my program called the Keto Connector. The Keto Connector Program is my unique program that will allow you to move forward from worrying about food and move onto heal your body and your mind. You can purchase the ebook for \$9.97. You can also purchase the 30-day program which will include a daily email and a daily video for myself for \$27.