

*Stephanie
Dodier*

**The Beyond The Food Show
PODCAST TRANSCRIPT**



WITH STEPHANIE DODIER

Podcast Transcript

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Stephanie: This is Episode 55 of The Beyond the Food Show and when we're talking sugar, addiction, and craving with Dr. Sam Shay.

My name is Stephanie Dodier. I'm a clinical nutritionist and at 35 I was trapped with severe anxiety, panic attacks, and my health completely collapsed. I needed a solution and my journey began.

Each episode of The Beyond the Food Show will either bring you an expert or a message to help you achieve your health goal, unlock your self-confidence and live a better life.

Welcome to Episode 55 and episode number 4 of The Crave Cure Series, going beyond the food to finding solutions to our cravings. This episode is brought to you forward by stephaniedodier.com.

As I said earlier, The Crave Cure Series is a special edition of The Beyond the Food Show and we have brought to you the experts in the world of craving in the world – 10 health experts, 10 reasons why we crave. It has nothing to do with motivation or mental strength, it has to do with either psychology or physiology of the body. And I need you to understand that in the same way that I do so you can solve the issue at the root, instead of beating yourself up because you think your cravings are working against you. You cannot fix what you don't understand, and that's what The Crave Cure Series is all about.

In our previous show, show number 54, we talked to Dr. Carolyn Ross, about the whole concept of binge eating and overeating, and we dived into the reasons of those behavior. And trust me, it's not what you think it is. It has a lot to do with sensations and emotions. So go check it out.

Now, today is all about sugar craving with Dr. Shay. But here's what I want you to do with this information – and this is key to success in long term transformation – it's finding yourself a support group. Now, you can come over to my community, stephaniedodier.com/community, and interact with people there, but what I would like you to do is actually find yourself your own little private group. Share this episode with three women. Download the guide, because there is a guide that comes along with this Crave Cure Series, it's called The Crave Cure Guide, and you can download it, again, on my website stephaniedodier.com/cravecure. You will opt in and I will send you a 50 summed-up pages on curing your craving based on the information that is being shared in the podcast over the month of May in the entire Crave Cure Series.

So get the book, share that with three women in your life, get them to download the book as well, share the show notes with them, and then talk it out. Share your own

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experience. Share your difficulties in applying the solutions that are being provided in each episode. And also, create yourself that little club of support with you need it. And that is what's going to make this process a success. It's scientifically demonstrated that we need support to be successful. So go ahead, download the show notes. You can go to stephaniedodier.com/055 and get the link. You can also watch the Youtube video with your girlfriends and make that a group experience.

So are you ready to dive into sugar craving? Let's do this!

Dr. Sam Shay solved wellness mysteries ranging from chronic pain to mystery fatigue to unexplained weight gain, gut issue, to craving and addiction. His diverse background combined his own health journey of healing himself of two addictions, sugar and videogame, with extensive study in his clinical practice as a functional neurologist, chiropractor and acupuncturist. He also holds the Dr. Sam Shay Show podcast, focusing on increasing health expectancy through personalized genetic profile and natural medicine. So welcome to the show Dr. Shay.

Dr. Shay: Thank you. It's good to be here, Stephanie.

Stephanie: Thank you. I'm very excited about this interview because we're going to dive in to the number one craving that people talk about, complain and live through, which is sugar craving. But before we get there, I want to hear your history about sugar addiction and videogame addiction as well.

Dr. Shay: Sure. The word "addiction" is a very big word. A lot of people have images of someone shivering in the corner in a cold sweat with needles coming out of their arms. That's only a certain subset of the population and I think it's useful to define addiction versus craving.

The difference between a craving and an addiction is that an addiction is really about destructive use of something to cope emotionally. If you want to replace the word "addiction" with something more accurate, there are two British interventionists – I'm embarrassed on forgetting their names, but they wrote a book called *It's Not Okay to Be a Cannibal* and they are interventionists. If you actually replace the word "addiction" with "cannibalism", you'll make sense of the difference between someone who's craving something versus cannibalizing themselves, their environment and the people around them, in their lives.

Cannibalism, meaning they're literally, consuming and eating everything around them in a metaphorical sense, in a destructive way in order to feed them. It means manipulating the people, lying to people, withdrawing, having tolerance to what you're taking in,

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preoccupation with it, failure to reduce and stop the activity, giving up on other activities, continuing despite other problems, escape – using it to numb out, and losing relationships and opportunities. That's cannibalizing your life and destroying other people's lives in the process as well. That's an addiction, when a craving becomes so much that it's actually destructive.

My addiction began actually when I was six years old, when my parents went through a very horrible divorce. In fact, it was so bad that one of my sisters ended up in the hospital with a bleeding stress ulcer. Both my parents being medical doctors, this was not a small thing. Each of my sisters and I coped with our own different ways. One sister actually just left the country for 13 years, the other sister ended up in a hospital, the other sister just buried herself in books. For me, the way that I coped is I had one hand on the remote control and the other hand in a giant bag of Hershey's or Kit Kats or Honeycomb cereal or 3 Musketeers or M&Ms or whatever.

When I say "cope", I'm using that word very specifically. Coping is an attempt to numb out to find stabilization in the face of unrelenting stress that one finds unmanageable. Someone before interviewed me and said, "Oh, you're using videogames in order to feel happy." I said, "No, no. You don't use sugar and videogames in order to be happy. You use it to find stability and relief." Happiness is way beyond our perception. And because he had never been through something like that, he was quiet baffled and confused and thought I was joking. I was like, "No, no, no. It's about relief and stabilization."

As a six-year-old, I wasn't taught the skills. My particular vices were very socially acceptable – sugar and videogames. So my parents – and again, they were medical doctors and this is the mid '80s, sugar was viewed fine, not an issue. Being in front of the television set, as long as I got good grades in school, you watch whatever you want, play whatever you want. As long as the bar was maintained, i.e. good grades, the vice was not viewed as anything wantonly destructive.

The problem is when it becomes really – because people can go through tough periods in their life, binge on Game of Thrones or whatever their schtick is, and then their stressful period is over and they go back to their normal life and they don't go back to that cycle. That's not an addiction.

What happened was that pattern became habituated. Anytime that I had a new stress or was projecting stress in the future or was reflecting on stress in the back, immediately the go to was to again reach for videogames or reach for sugar in some form. And the forms of sugar and the forms of videogames changed over time, videogames being the most clear example of technology morphing our choices to numb out, but the pattern was the same. My sugar addiction continued for 15 years and

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videogames for 25 so I actually I only stopped playing videogames when I was 33 and I stopped sugar about 10 years prior to that.

Stephanie: I'm curious – if I can interject here –

Dr. Shay: Sure.

Stephanie: Why sugar first instead of game addiction?

Dr. Shay: Well, as a six-year-old, sugar is what is immediately available and sugar is – let me go to why video and let me come back to sugar.

With videogames – first of all, this is 1986 so videogame technology wasn't fully available yet. I got my first videogame console in 1988 or '89 with the Sega master System so we're talking like Alex Kidd in Miracle World and Fantasy Star and Space Harrier and these other Sega Master System games. And then I got a Nintendo, and then you got Link and Mario and Arkanoid. And then you got a Game Boy and you got that Castlevania game in Game Boy which was just freaking impossible. Before videogames it was television in 1986. It was just watching unending amounts of cartoons on Saturday morning, cartoons after school, cartoons before going to school, just watching, watching, watching, watching, watching. It was television first but really I traded off television for the vast majority of my 25 years for videogames, which is why I say it's a videogame addiction not a television addiction. I mean, yes you can go higher level and say it's a screen addiction, which I would agree with, but to get more niche, it was truly videogames.

The sugar – sugar is really interesting because a sugar and screen technology trigger different pathways that provoke different mechanisms to addictive behavior. With sugar, it actually ties back to anthropology and genetics. What happens is that we are genetically defenseless in the face of sugar. We have no genetic defense against it, zero, because as hunter-gatherers hundreds of thousands of years ago, sugar was extremely rare. It was in the form of honey when you could find it and didn't get swarmed by the bees, fruit if it was in season and in the short time that it was in season and assuming the bears and the other tribes people didn't get it first, or the birds, and then that's pretty much it. It's fruit, it's honey, the end.

The reason why sugar is so destructive in terms of cravings and behaviors is not because it was destructive innately, it's because sugar was the fastest way to absorb calories quickly as hunter-gatherers. In times of perpetual threat of starvation, you want to and, in fact, need to absorb the calories as quickly as possible, which explains why people should go a little bat crazy over sugar because if you've got a three-day to two-week

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window to eat all the fruit and berries before the bears and the other tribesmen and the birds show up, it makes total sense. Anthropologically your brain has been wired to go crazy to eat and eat and eat and eat and eat sugar and crave it and stuff your face full of it whenever you see it, in order to pack on the calories around your midriff, which make sense where you would put your calories because then you can walk farther distances, because the weight is in the center of your body mass, so you can still walk and sprint, because your proximal joints of your shoulder and hips are still free to sprint for your life, away from something or after prey or to walk really long distances.

When you look at anthropology, it makes total sense why people are so helpless against sugar, why the weight is stored around the belly, and why people get so emotional around it. That's sugar. And if you imagine a six-year-old who is trying to emotionally cope as well, then you'll wear the sociological nuances of sugar on top of it because sugar is associated with love in this culture. When you have a birthday party, no one makes you a pickled onion cake, no one. And unless you're like the worst paleo Halloween house ever and you hand out dried crickets, you hand out chocolate, you hand out sugar, you don't hand out little jerky. So sugar is associated with love. And you look at valentines, you look at birthday parties, you look at gifts at houses when you can visit someone or you're trying to woo someone, it's not with pickled onions, it's with chocolate and sugar.

When you have sugar as a small child and you are so stressed out because your whole life is falling apart because your parents are fighting, your sisters are leaving, they're doing their own thing, they're coping, and you're alone and isolated and afraid and scared and confused, the only thing you have that makes any sense is eating sugar to feel good and watching TV or playing videogames to numb out. And then the problem is if you don't learn how to better address the underlying belief systems, that becomes a habit that is destructive, which then is an addiction.

Stephanie: That's amazing. That was one of my big questions – what is the difference between a craving and an addiction? I think you've defined it really well. And I think it's important to underline that because there's a lot of public talk on social media about people being addicted to sugar simply because they crave sugar. I want people to understand, addiction to sugar is a serious issue here. Am I correct?

Dr. Shay: You're absolutely correct. Cravings are very different. Cravings can be just straight nutritional deficiency and it's very different on addiction.

Let's go back to anthropology because it will explain also the craving. The deal between the symbiotic relationship between fruit-bearing plants or trees and their mammalian seed spreaders, which is humans and bears and other animals – the cassowary in

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Australia – think of a rooster that's six feet tall and extremely angry, that's a cassowary, that one is the most dangerous land animals on the planet. They are responsible for spreading hundreds if not thousands of different seeds. In fact, they are the only seed spreaders of certain plant varieties in Australia. The deal is between the plant and the animal. The plant will say, "I will make this fruit, which has calories and nutrition, in exchange for you taking the seed within the fruit and then pooping it out somewhere farther away, so you spread the seed a bit away from me and you give it a little plop of fertilizer to get started." That's the deal.

Now, you'll notice, as humans, we never liked to eat unripe fruit. Have you ever had an unripe raspberry? It's horrible. So the deal with the plant, the bargain the plant strikes is that "We will tell you when our seeds are ready to be spread, when we have put the most sugar and nutrition in it." And the sweeter the fruit is anthropologically was the time when there was the most other nutrients, phytochemicals, polyphenols and other things. So the sweeter the fruit was it tracks with the nutrition value of it.

When we're craving sugar, now, is a holdover from hundreds of thousands of years of revolution in which we were actually also craving nutrients. So when we're craving sugar, we're messing with this innate signaling system that if we eat something sweet, we're actually going to get lots and lots of nutrients. When people are craving sugar, they maybe low in say magnesium or vitamins or polyphenols or other phytochemicals, or simply water. That's another thing people may be – when you eat fruit, there is water contained within the juiciness of the fruit. So craving is more of physiological phenomenon, whereas addiction is more of a psychological phenomenon that is influenced by as well as creates physiological problems.

Stephanie: Amazing. So for an example, if somebody has created the pattern of eating, for example, chocolate when they feel lonely or they feel not loved, is that an addiction or is that a craving?

Dr. Shay: It depends because there may be an underlying physiological deficiency in say magnesium and other things or essential fatty acids. One can provoke the other. So if you're physiologically deficient, you will perpetuate an addictive cycle in order to cope with the nutritional depletion because your mind is more unsettled when you're nutritionally depleted. Also, the reverse can happen. When you're stressed out, you burn through nutrients rather quickly. You burn through your nutritional supplies, therefore, you will create the craving. It's a positive feedback loop, so both can feed on each other.

Stephanie: How does emotional eating fit into this picture?

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Dr. Shay: Emotional eating – it fits into the picture the same way any addiction fits into it. There's a five-phase cycle that I've put together called the BEAST Cycle and it applies to whether you emotionally eat or you play videogames is your thing, or if you smoke or you do work or you surf the internet or any type of an activity or a chemical addiction or whatever. It's called the B.E.A.S.T model. B stands for believing a stressful thought. In fact, for people watching on Youtube –

Stephanie: Please check the screen. If you're listening right now, you can go to the show notes and you will be able to get the link to the Youtube video that Dr. Shay is speaking but he's going speak through all the slides, so go for it.

Dr. Shay: Yeah, I'll be talking through the slides, so not to worry.

So the BEAST model is something that I came up with in order to give a secular approach, how to understand and how to treat addictions, as well as cravings because the craving cycle, you can see, because they can be linked, but they're not necessarily the same, but they can feed into an addiction.

B stands for believing a stressful thought. So as a child, the stressful thoughts that are most common are, "I'm bored," "No one understands me," "The world is unfair." So "I'm bored" is actually the most sinister, stressful thought I believe in the world today.

Stephanie: And from a woman perspective, because that's mainly our listener here, being alone, and loneliness, and rejection is likely the most – the same thought that as a child would have with loneliness. This has the B model. That's worth listening for you, ladies.

Dr. Shay: Absolutely. Those are the three, "I'm bored," "No one understands me," "The world is unfair." That's kind of the child/teenager thing. But for adults the main seven stressful thoughts are "He/she hurt me," "He/she rejected me," "I have to make a decision," "There's not enough time," "There's not enough money," "There's too much to do," "The world is unsafe." Children can of course have that experience as well, but for adults those seven are the biggies whereas for teenagers and children it's see other three.

So when we believe a stressful thought, what happens is then we have an E, an emotional-physical stress response. We're talking about anxiety, fear, anger, depression, grief, sorrow, jealousy, muscle tension, clenching of the teeth, nervousness, headaches, the tension, everything. That's the emotional-physical stress response.

And then we A – B-E-A-S-T – the A is anesthetize or numb out with the vice, sugar, chocolate, videogames, television, Game of Thrones, smoking, drinking, even reading. I know people who've done reading, work, gambling, you name it. I made a worksheet

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that kind of spells out all the major vices and that's going walk people through this. But A is where it actually vice-specific. You'll notice the prior two phases don't have anything to do directly with the vice. Now it's true some vices can wear down your resiliency much quicker than others, but the third phase is when we get into the vice.

And then the fourth phase is called - the S for the BEAST – is smolder, where we smolder in the consequences from the vice we just participated in. If it was food or sugar or chocolate, the consequence is very widely-based on the vice, like meth addiction has a very different set of consequences than food addiction, which is different from videogame addiction, which is different from gambling, which is different from workaholism. But smolder is not just an acronym I put together to capture the emotionality of what it is like after you've just binged on whatever vice of your choice but it's actually an acronym. Smolder is actually an acronym to actually chart out the seven major consequences of the vice that you can tick through based on your vice.

S is societal consequences. If it's food, in this current culture, in this time and day, overeating has social consequences, and this is different from what it was 500 years ago. People are overweight, statistically they have lower-paying jobs, they are treated worse on this socio-economic – and this is not good, bad, fair or otherwise, it's just what it is. But 500 years ago – I don't know if you remember Fiddler On the Roof but one of Tevye's – If I Were a Rich Man – one of Tevye's lines was "I would have a fat wife," because weight was a signal of wealth.

Stephanie: And abundance.

Dr. Shay: And abundance, exactly. So that's S for the smolder in the consequences.

The M is monetary consequences. Now monetary means you going out and buying all these candies and sugar and everything else. Now obviously, monetary consequences vary between vice, like gambling is a very different level of extreme of monetary consequences. Workaholism has kind of the opposite monetary consequences. Videogames, it depends on if you try to go to the free flash game route or if you buy all the latest gear.

O stands for occupational/educational – depending on your phase of life, so how your work is affected.

L is legal consequences. Now food and videogames really don't have legal consequences except in South Korea where they have a Cinderella law, where the videogame issue is so bad they've instituted a national law where children under 16 are not allowed to play between midnight and 6 AM. And now actually that law had to be amended because a

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lot of under 16-year-olds got really angry. In South Korea it's a bit like Big Brother, in order to get online, you have to have a personal identification number in order to get online so they track everything you do. What was happening was the rate of theft of personal identification sky-rocketed after the Cinderella law was enacted. So then to temper it, they backed down a little bit from it.

So D – the smolder – S-M-O-L – D stands for the domestic consequences. So this is the issues of your health. If it's a videogame issue, you've got that kid's room is just like this complete disaster except for the temple of the computer screen that is immaculate. Domestic for food, that has to do with the stress of managing your food issues in the household, and there can be people in the household that you're in conflict with over it.

E in the smolder stands for energy/health. It's how your energy and health is affected by your vice. And R is relationships, how your relationships are affected by food or anything else.

So believe a stressful thought, an emotional-physical stress response, anesthetized with a vice, smolder the consequences, then the key is T, terrible thoughts about yourself from the consequences you rendered from using your vice. And if you B, believe those terrible thoughts – now the terrible thoughts are "I'm a piece of X, Y, Z," "I just hurt my family, my money, my legal situation, my occupation, my health." And if I believe them then I'd feel bad and want to numb out and have consequences and have terrible thoughts. If I believe them, then I feel bad – the cycle goes round and round and round.

Now the real key that people miss is that the stressful beliefs that begin the cycle are not the same stressful thoughts that perpetuate the cycle. That is the key. People unfortunately miss that. And if you want to see where people make mistakes in trying to deal with their addiction is they start dealing with the BEAST in reverse. They only deal with the terrible thoughts after the smolder. Or all they're doing is trying to reverse the damage and doing damage control of their consequences in the S-phase. Or all they're trying to do in the anesthesia phase is trying to restrict, reduce or replace the vice. Or in the emotional-physical stress response, all they're doing is focusing on the resilience. But the real root is the believing a stressful thought.

Now, all the other things, their every phase has a different blueprint to correct-course. But you can see very specifically where people don't fully ever get to the root of the addiction, which is believing the original stressful thoughts, not the end thoughts but the root thoughts.

Stephanie: And I cannot emphasize how important this is, and that's the whole reason behind The Crave Cure Series, is identifying that root cause so you no longer put a band-aid on your

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craving and counting calories and macros and eliminating all sugars from your life. It's about understanding what causes you to crave. And what Dr. Shay is talking about is essential, it's the thought, it's the belief that you have around a thought. That it could be true or untrue is irrelevant. You believe it and then you start the cycle.

Dr. Shay: Absolutely. I want to say that the blueprints to correct-course in all the phases are absolutely valuable but the root, though, is the stressful belief systems. And in fact, there is a place – let's say we're in the anesthesia phase, there is a time and a place to restrict, reduce and replace the vice in order to buy you time to stabilize yourself so then you can back up and increase your resilience against the emotional-physical stress response, to then give you an opportunity to actually deal with the stressful beliefs.

When people are on different phases, some people are just not ready to go to the belief systems. All they want do is simply do damage control and try to get stable. And that's fine as long as they understand that that is not the "cure".

One thing also is that people are asking this, "Well, how do I find the root cause? How do I find the root?" Well, for me, I give people three different major avenues to go down. One of my favorites is called The Work of Byron Katie, and that's one where you identify the root stressful belief systems and then you learn how to question them, and that's just one technique of several.

But if you want find out what the root belief systems are, it's very simple. You do this 5 minute exercise: You think of someone you love and then you wait five minutes, and you will find all sorts of stressful thoughts and belief systems that percolate to the surface. Byron Katie says that if you really want to deal with your addictions, find out, write down all your stressful beliefs around mother, father, brother, sister, husband, wife, son, daughter, uncle, aunt, grandfather, grandmother, etc. Identify the stressful thoughts around the people who have been most involved with the formation of your life and then learn how to question those stressful thoughts. It's actually not as complicated to identify the stressful thoughts as I think a lot of people believe it is.

Stephanie: But I think it is scary for most people to even go look at that part of your life and understanding what that could mean to you because for some people it could mean like breaking up a relationship with mom and dad because they cause me stress, which is likely not the solution to the problem, it's just changing our belief around that thought. Am I correct?

Dr. Shay: Correct. The reason why – when people look at a stressful situation and they're afraid to look at it is because A, it's going to retrigger all the emotional-physical stress responses and they just don't want to look at it. The other is that the fear of the consequences to

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their current life situation will be so jostled and derailed by coming to some projective conclusions of what that actually means if they really looked at what happened and all the rest of it. They don't want go there because things are stable enough that they don't want go there and risk losing whatever stability they've worked so hard for.

My experience is that after going through this process, the work of Byron Katie gave me my mother back. We had a very contentious relationship for over 25 years, which was very interesting when track almost the exact same time frame as the videogame stuff. Now, we have the best relationship we've ever had. We enjoy chatting on the phone, I look forward to seeing her. It totally changed because I went and dealt with the stressful beliefs that were underpinning all these things. Because I was living a life of resentment and seething and just recurring negative memories and all the rest of it.

The ability to question your stressful beliefs does take time. It does take some training. It does take coaching in order to develop the confidence that you're not going to spin out when you examine very stressful situations.

Now one thing to really underpin is there's a difference between a stressful situation and a stressful belief. The situation, it can be inherently benign and neutral, but the beliefs attached to it are what perpetuate the stress and the trauma for years to come. For example, when I was attacked many times when I was in school, when I was younger, like being hit in the face repeatedly behind a locker, there is the events, the half-second where the fist ricochets off my cheek, that moment, I have attached – I've hooked so many beliefs systems to that moment, "I'm unsafe. I'm weak. I'm frail. Bigger athletic men are dangerous. People in authority don't care or they are ineffective. Or they value this kid over me. I'm unsafe. My peers won't protect me. My parents won't protect me. The schools won't protect me." I come to all these conclusions from a couple of seconds of being hit. Whereas if I'm playing a game of tennis and I royally screw up and I'm hit in the face by a tennis ball and arguably the impact can be worse, I don't have this giant worlds defining conclusions attached to this.

The real benefit of going into the stressful situation is not to simply talk about the situation over and over and over and over and over again. And unfortunately, there's a lot of practitioners in the psychology and psychiatry circles that I'd personally run into, that they think therapy is simply spinning the situation around more and more and more, which doesn't work. And that's for my personal experience as well. The issue is that if you find the root, the stressful situation, the real benefit is identifying the stressful thoughts that are yoked to that situation, then individually taking those stressful thoughts, those stressful beliefs and then questioning that.

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Stephanie: And that's when we get into the root cause. But you mentioned earlier, for some people that's not even feasible at this point in their life, they did not recognize that they have this model, the circle around their craving and their emotional eating. What can they do to even begin the journey of crushing this addiction or the sugar craving pattern that they're on?

Dr. Shay: It depends on where they are at in the cycle. One thing they can do is they can tame the BEAST – and I'm just switching the slides a bit. TAME is another acronym I came up with. T is take a breath. A is accept you're in the cycle. M is make a decision to exit the cycle. And then E is to exit. So basically TAME is an acronym to pause. If you feel yourself getting anxious or reaching for the sugar or you're in the consequences of it, or you're believing the terrible thoughts about it, it's just TAME. Breathe, "Okay, yes, all right. I am in a cycle right now." You're already taking kind of a mindfulness, stepping away from it.

The first step is to actually have a pause. "TAME the BEAST" was a useful acronym to fit the motif of beast. That's number one, is it your pause.

The A is interesting, is you can accept you're in the cycle. Now where you are in the cycle will determine how to start. So to exit the cycle, I came up with five Rs, one R for each phase. If you're stuck in the last part, the T of the BEAST, the terrible stressful thoughts after the smolder of the consequences, this is where you reach out for help. So a lot of people who go to 12 steps, this is the phase they reach out for help and they say, "I'm helpless in the phase of my addiction. I need help."

There's a point of differentiation. I fully understand why it can be useful at the beginning to say "I am helpless," "I need help," is that simply gets you to help. I never come from that premise where someone is helpless because if they were helpless, they wouldn't ever consciously try to reach for help in the first place. So reach out for help. And at this phase where everything is so dark, this is called bottom.

Stephanie: Rock bottom.

Dr. Shay: The T phase, that's bottom. Now, there's micro bottoms and then there's macro bottoms. So the micro bottom, you just keep spinning around it. Macro is where you actually hit a true bottom, a ledge, and then you reach out for help.

If you're in the smolder phase where you're in consequences, you're not wanting to deal with the other – this is where you reverse the damage. On the worksheet I made for people, it's actually make a checklist – societal, monetary, occupational, legal – and you can actually pick one small action to try to reverse the damage.

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If you're in the anesthesia phase, you learn how to restrict, remove and replace. So restrict is like restricting access to the vice. So the things to look at for restricting access are – who are the people you're around where you use, say, sugar? What are the times of day where you use sugar, whether that late at night or in the middle of the afternoon or after meal or whatever? Where the place is – do you hide the sugar in the car? Do you hide it in the kitchen? Is it at your workplace? People, place, time of the day, and then circumstances – is it a specific kind of activity that's kind of a combination of all three of those things? And then you learn how to restrict access to that people, place, time of day and circumstances so you're not triggered. Again, this is only the third phase so more to back up, but there is a place to actually learn how to restrict access.

Remove is for actually removing all the stuff from those people, places, times of day, circumstance, if possible, like just forgetting all the sugar out of the house, which to say you're not triggered by it.

Replace is different from cross addicting. Some people can replace a vice temporarily that's less destructive in order to buy time to back up and deal with your resilience and stressful beliefs. The difference is that someone who drinks but then takes up smoking dope, that may not be replacing, that may be simply cross addicting because they're not – unless they are trying to legitimately deal with their stressful belief systems as opposed to covering them up in a different way. Replacing is "I'm switching from processed sugar to 80% dark chocolate with the intention of dealing with my root stressful belief systems." If I just switched to dark chocolate and just kept spinning on the cycle, that's not replacing, that's cross addicting to dark chocolate – a very subtle but very specific distinction.

Stephanie: A fundamental distinction because I see that in a lot of women who want to deal with their weight and instead of dealing with the root issue, no matter what it is, and that's what we're exploring in The Crave Cure Series, they will go to restriction, calorie counting or over-exercising as a way to compensate for the weight, never dealing with the emotional, the hormonal or whatever the issue is, and perpetuating the cycle by controlling through calories or macros or whatever it is.

Dr. Shay: I couldn't agree more. Deceptively – people are giving themselves deceptive progress, if they are cross-addicting to some healthier version. I'll give you an extreme example. In societies, different vices mean different things. If you were to smoke in parts of the US and parts of New Zealand, you're glared at. But if you were to smoke in parts of Europe, it's totally normal. In fact, it's weird if you don't. Alcohol in certain cultures is celebrated and shunned in others. Work, workaholicism is celebrated in many parts of the West and it's not considered an addiction, it's considered good puritanical work ethic or a sign of

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good character, whereas in other parts of the world, it's called tall poppy syndrome, where "You're making me look bad by working so hard."

A lot of the vices are culturally defined. I don't say a lot – all of them are culturally defined. So that's the A phase where you can restrict, remove and replace the vice. And then the E phase, that's about resilience. And resilience, this is where functional medicine comes in. Resilience is about rebuilding and rebalancing the hormone system and the adrenal system, the brain, the body and the biochemistry with a holistic framework.

Now, this is my holistic framework. It's called the Ten Pillars of Health, which was based on the triangle of health found in chiropractic – I have many designations, I'm a chiropractor, I'm a acupuncturist, I'm a functional neurologist, a Fitgenes practitioner, and several other degrees behind me as well. What I did was I took the triangle of health that was founded in chiropractic back in 1895, which is about trauma, toxins and stressful thoughts, and I expanded it into ten pillars. I put the brain and the hormone system right in the middle.

When you're dealing with someone with an addiction, you look at the stress axis, the HPA, the hypothalamic-pituitary-adrenal axis, you look at brain balance, left brain, right brain. Then you look at the second pillar of health, which is bowel, which has to do with gut health and also constipation. That may sound funny to your listeners but if you're constipated, you are recycling toxins and recycling hormones back into your system, particularly if you've got that in combination with a bad bacterial imbalance because bad bacteria will use – the liver would try to get rid of estrogen and put it into the bowel and be gotten rid of, but if it hangs out there too long and bad bacteria says "Oh, look, estrogen. I can grow off that," it will take the estrogen and spit it back into the blood stream. And the liver said, "I just saw you, what are you going back here?" And your liver gets worse and worse. So that's a whole physiological story as you know.

Stephanie: And I want say to this because it's very in alignment to the concept of The Crave Cure Series because I have an expert almost for every pillar. We have somebody coming up – Dr. Will Cole is going to talk about gut health, Dr. Dunston talked about hormonal health. You're right on to the whole concept of the series here.

Dr. Shay: What you find is that when you meet colleagues who are in functional medicine long enough, they have their own version of this in some capacity – 5 pillars, 10 pillars, 20 pillars. I know one guy with 37. I'm like, "Dude, no one is going to learn 37, sorry. It's comprehensive, good, congratulations, pat you on the back. It's not memorable." So I made 10 – 10, people can remember. I made a very nice infographic where it's color-coded and it all begins with Bs – brain, bowel, body, burst, bio-toxins, bio-nutrients,

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breakfast, bothers, bugs and bed time. Yeah, and I cheated, I put bio in front of toxins and bio in front of nutrients, but it works, whatever.

If you understand, this is, again, another checklist. It's really useful for people to have a functional medicine checklist. So we've got health, then we look at the body. So that's physical injury, pain, spinal misalignment, posture. Chronic pain will trigger lower resilience because pain will trigger a stress response which will then drop your frontal lobe activity, which will then lead you to more cravings to try to cope and literally anesthetize you to pain.

Dealing with chronic injury – I'm in New Zealand and almost all women I've ever treated were born and bred in New Zealand have horse injuries, and almost all men have rugby injuries. It's like culturally, depending on how you grew up, you have injuries.

The fourth pillar is burst, which stands for burst exercise and it's flipside walking. So it's high intensity interval training walking. Not too much, not too little, not the wrong type of exercise. Joggers – I have a whole video I made called Marathoners of Cancer Patients, long distance running and how it wears down the hormone system.

Five bio-toxins which is the major toxins in our environment that never existed 100, 200 years ago. Bio-nutrients are the 10 major nutrients we need. Breakfast is eating breakfast and also dealing with your morning and evening routines, so you have rhythmicity and regularity. Bothers is about stress, not just stressful beliefs but also things like clutter, visual stress and electromagnetic field stress, and light stress and all financial stress, and social stress and cultural stress, all sorts of stuff.

The ninth pillar, bugs, is everything – relationship with all things microscopic. So that's your beneficial gut bacteria, that's parasites and pathogenic gut issues, and that's also mold poisoning. And then bed time is of course sleep. That's ensuring you have the right duration, to right depth, as well as the right regularity as opposed to people who do shift work or they may get eight hours but they're wiped out because they don't have a regular schedule.

So that's the resilience phase and how to – this is where all of functional medicine and functional genetics fits in this world because people can be genetically vulnerable to addictive behaviors. For example, if they've got the COMT gene as a homozygous variant – this may get a bit technical for some people, but functional genetics is where all of medicine is going. When I run functional genetic profiles on people, there's very clear – it stands out when people have variants on certain gene patterns. They're more vulnerable to – what do you call it? Addictions and craving behaviors.

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The last one is resolving the root of addiction and that's questioning your stressful beliefs, whether you use the work of Byron Katie cognitive behavioral therapy or any other techniques. These are how people can help themselves get out of the addiction cycle, but they have to TAME the BEAST, they have to identify, to pause, accept they're in the cycle, make the decision to exit, and then exit, where are they, and in the cycle and then take the steps appropriate to that phase.

Stephanie: I think your work is brilliant because it does give flexibility to where people are coming and what they can approach it. And it fits perfectly with Beyond the Food because a lot of listeners are here because they have adopted a healthy eating, they have adopted a low sugar diet, and they are still struggling. So that's the next step for you. If you see yourself as having addiction behavior and repeating cycle, in the show notes, stephaniedodier.com/055, there will be the link for people to download some of this information. But I want to close it off with three easy steps or actions that people can implement in their life to help themselves with their sugar craving.

Dr. Shay: Aside from the obvious stuff of identifying and accepting that there is a craving present – we'll make that as assumption right there – the first steps I would recommend is to look at the resilience phase, specifically sleep. Get your sleep dialed in. And then second, get your breakfast dialed in. I wrote a whole e-book, on Ending Adrenal Fatigue – The Easy Breakfast Guide. If you can get a solid, nutritious, high-protein fat, vegetable breakfast, it will do absolute wonders to help people who are struggling with sugar cravings, particularly in the mid-morning mid-afternoon.

My father wrote two books on post-traumatic stress disorder and he says unequivocally that all signs and symptoms of post-traumatic stress disorder are improved by better sleep. Now, if we extrapolate that to the civilian world - first off, to say that something will help every symptom of a specific disease is a very tall order for a medical doctor to me. My father makes that claim as a MD and Ph.D. So if we can extrapolate from that to the civilian world, sleep will help all aspects of any type of emotional underpinnings, any type – so if we do sleep first, breakfast second.

And then the third thing that I would recommend, it's to really understand this model, this TAME the BEAST model. And I'd say the third thing to do is to get the worksheet that I put together for your listeners. I would absolutely recommend people get it, it's free. It's a seven-page worksheet. It goes through each of these phases in detail, you can write up things, like you just walk right through it. And it's at tamethebeastofaddiction.com and they can just opt in and they'll get my worksheet and also get another series of several videos where I talk about this – actually, with some of our colleagues that I've interviewed with some of our colleagues that we know. It's

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because the whole model takes a bit of time to truly engrain inside of our consciousness, digest – pun intended.

Stephanie: Digest.

Dr. Shay: Yeah.

Stephanie: Well, that's brilliant. Thank you so much for this amazing lecture and wholesome approach to addiction, which is so different from what we're getting out in social media and when we do Google search about addiction. And I think that's what's so brilliant, this holistic approach to what you're teaching. How can people find out more about you?

Dr. Shay: They can go to drsamshay.com and there they can get – they'll see all my different – I've got two e-books, one on Ending Adrenal Fatigue – The Easy Breakfast Guide, which they can opt in for. I've got another e-book called Seven Ways to Gain Less, which is about videogames, and that's under the videogame addiction tab. And then I've got my programs, the Flourish out of Addiction program where I go into much deeper dive into the five-phase model. I've got a Reclaim Your Energy program where I go into the 10 pillars of health very deeply. I've got a stress reduction model where I help teach the work of Byron Katie, and I've also got links there to learn more about the functional genetic testing, particularly carb choice, where there's another aspect to sugar cravings – we don't have time to go into it at this point, but in terms of functional genetics, we can now genetically determine one's optimal diet through identifying the number of copies of AMY-1 gene, which makes the cell very amylase. People with low copies of this gene like I do, we don't tolerate carbs pretty much of almost any volume, whereas people who genetically have large numbers of these copies of this AMY-1 gene, they can tolerate carbs really well. So that's a whole other discussion.

Stephanie: That's the whole other podcast.

Dr. Shay: A whole other podcast.

Stephanie: Well, thank you very much for your time and being here with me today.

Dr. Shay: Thank you so much. I really appreciate you having me on. It's good to meet another colleague in arms to help people with cravings and addictions. It's really, really great work that you're doing to educate people through interviewing people. I've been through your website, there's a lot there, and I'm really happy that I can call you a colleague in this to help other people struggling.

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Stephanie: Thank you very much

There you have it. I hope you enjoyed it and I'm so glad you stuck with me and you're still here at the end of the show with me. I hope you've learned and enjoyed the show. You learned some tips to help you with your craving and your sugar addiction if that's the case.

Now, what I want you to do for me is share this episode, so you can go to stephaniedodier.com/055, share the show notes, which includes the link to the Youtube video, to the podcast, and also the link to all the tools that Dr. Shay had shared during the episode. Share that with your tribe.

Tag me on Facebook, on Instagram or even Dr. Shay also, and let us know why this episode impacted you. If you want, and if you think this episode was valuable for you, you can also leave me a review either on Youtube or on iTunes if you're listening to audio version, you can go to stephaniedodier.com/review and that will take you directly to iTunes so you can leave a review.

Now, don't forget to download your Crave Cure Guide so you can have this information in your hand as you're working through the solution that the experts are providing you.

We have some great show coming up, Episode 56, the next episode, Evan Brand, a functional medicine practitioner, will take us through stress and craving. And trust me, there is a huge connection between the two. So he's going to dissect that for us and also provide us with a solution.

I'm so glad that you were able to be with us today and I thank you.