

# Down a Pound

## NEWSletter

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### The Science of Overcoming Cravings

Salty or sweet? Whichever you crave, your mind is hardwired to want the most “definitely not” stuff-and lots of it. Many Down a Pound participants say the same thing-they have a great day of dieting until

the after dinner cravings hit, then they blow their whole day on a bag or chips or carton of ice cream. Here is the science of snacking to help you counteract that drive and shed weight for good. Change your brain, remake your body!

Baked goods possess superpowers. They tempt you from the break room and from the counter at Starbucks. Even if you ate breakfast, their sweet, buttery smell envelops you, urging you to take a bite. But after consuming them, you just feel guilty and stuffed. But baked goods don't deserve the blame for derailing your diet. They have a partner in crime: your brain.

That's right. Your brain,



not your stomach, is what makes you desire sugary, fatty splurges such as cookies and French fries. And recently, the mind-craving connection has become a hot topic in the fitness and nutrition industry, resulting in new insights into how to resist treats and stay slim.

The main cravings culprit is a system of interconnected neurons called the reward pathway that evolved over millions of years to encourage prehistoric you to do things that kept you alive, like eating. High-calorie food was scarce and crucial for survival, so your brain learned to flood itself with feel-good chemicals such as dopamine and serotonin

in response to tastes, smells, and even people or places it linked with rich grub. This effect pushed you to eat when such bounty was available. Water, veggies, and other plant food were easy for your caveman or

cavewoman self to locate, which is why today you're less inclined to pig out on produce. This system worked well until modern times, when high-fat, high-calorie eats became available 24/7.

A better measure of what to consume and when: true hunger, your body's biological request for nourishment, which comes straight from the belly. When you need energy, your stomach dispatches ghrelin, the hunger hormone, to the hypothalamus, your brain's command center for metabolism. As a result, you look for food. Then, when you're full, your fat cells release leptin, which signals that it's time to drop your fork. But as any chocoholic knows, a

## The Science of Overcoming Cravings, *cont...*

desire for dessert can get you to take a bite and keep eating no matter how full you might be, especially if you're stressed or tired. The key to overcoming thousands of years of evolutionary biology and finally kicking your sweet tooth to the curb? Tweaking your habits to outsmart the system that sends you in search of junk. We promise-there's kryptonite for those baked goods yet.

**DaP Tip #1:** Stay busy at home. If you are catching up on chores or playing with the kids, you are less likely to think about wanting to snack.

**DaP Tip #2:** Multitask. When you do sit down to watch some television, work on the computer or exercise during commercial breaks so you don't get the urge to eat.

**DaP Tip #3:** First bite theory. Whenever temptation hits, remember that it all goes downhill after the first bite until your left feeling guilty and sluggish.

**DaP Tip #4:** Destroy temptation. If you've succumbed to a craving and bought a box of cookies or some other trigger food and start to feel bad while eating it, destroy it. Don't just throw it away; run water over it and ruin it. You'll feel a sense of accomplishment that you've conquered your binge. Better yet, don't keep trigger foods in the house.

**DaP Tip #5:** Go nuts. Drink two glasses of water and eat an ounce of nuts (6 walnuts, 12 almonds, or 20 peanuts). Within 20 minutes, this can extinguish your craving and dampen your

appetite by changing your body chemistry.

**DaP Tip #6:** Jolt yourself with java. Try sipping a skinny (skim milk) latte instead of reaching for a candy bar. The caffeine it contains won't necessarily satisfy your cravings, but it can save you the calories by suppressing your appetite. And the warm richness and ritual can distract you.

**DaP Tip #7:** Get minty fresh. Brush your teeth; gargle with mouthwash. When you have a fresh, clean mouth, you don't want to mess it up.

**DaP Tip #8:** Plan or avoid. Vary your usual routine to avoid passing the bakery or pizzeria. If you know you'll be face-to-face with irresistible birthday cake, allocate enough calories to fit it into your diet.

## Cravings Substitution Recipe

### S'mores Sundae

Serves 1  
*Down a Pound Director Julie always craves ice cream or s'mores when a sweet craving hits, this recipe combines both for only 175 calories!*

Source: <http://www.hungry-girl.com>

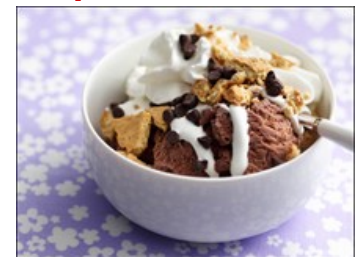
#### INGREDIENTS:

½ cup fat-free chocolate ice cream  
2 tbsp. Jet-Puffed Marshmallow Creme at room temperature (only 1 tbsp. will actually end up in the sundae)  
2 low-fat honey graham

crackers (half a sheet) lightly crushed  
1 tsp. mini semi-sweet chocolate chips  
4 tbsp. Fat Free Reddi-wip

#### DIRECTIONS:

Place ice cream in a dessert bowl. Set aside. Carefully place marshmallow creme into one of the bottom corners of a Ziploc baggie. Use scissors to snip a tiny hole from the outside end of that corner, and squeeze 1 tbsp. of the creme (the rest will stick to the bag!) over your ice cream in a drizzle. Then top with the graham cracker



pieces and chocolate chips. Finish it all off with a generous squirt of the Reddi-wip. Enjoy!

*Calories: 175 Total Fat: 2g  
Carbohydrates: 38.5g Fiber:  
4g Protein: 3.5g*

Please send your cravings anonymously to Julie at [jc@nbhealthandfitness.com](mailto:jc@nbhealthandfitness.com) to see a substitution recipe in the next newsletter.

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## Toned Triceps

In addition to flat abs, triceps are another sought after body part that most want to tone. The following VTX Storm stanzas will give you a combination of both-abs and triceps exercises! For the best results, follow this plan doing the stanzas as many times as possible each day.

### Thursday

10-1: V-Crunch  
1-10: Tricep dips from bridge position (Fingers forward, lift and lower hips by bending arms then pressing up through triceps).

### Friday

10-1: Lie on mat with legs towards ceiling, do tricep extensions holding one dumbbell.  
1-10: Crunch to lift dumbbell toward toes.

### Saturday

10-1: Standing tricep extensions bending one dumbbell behind head to 90 degrees (see top image)



1-10: Knee ups (drive up knee towards chest using lower abs, one rep=one knee up on each side)

### Sunday

Rest

### Monday

10-1: Lying tricep extension with two dumbbells  
1-10: Reverse crunch

### Tuesday

10-1: Basic squat holding two dumbbells  
1-10: Tricep kickbacks (see lower image)



## *Special Thanks!*

Our special thanks go to Janet Rapp, for the layout and formatting of the newsletter and our Down a Pound coach Lisa Burdett! They are both huge contributors in Down a Pound's success.

## New Group Fitness Classes

New Beginnings will now have group fitness classes starting August 15th! Come check out the process of our new studio at the Wycliff location and pre-sales have now began for yoga, pilates, Zumba, kickboxing, lift and tone, and strength classes from now until August 14th.