



the alpha-woman's guide to  
overcoming sugar cravings for  
good

# SWEET SUCCESS

take back control, get out from under the sugar shadow  
and feel like yourself again



W

hen I was addicted to sugar, I felt completely broken. I was stuck on a hamster wheel of cravings and guilt. I felt sad and uncomfortable in my own skin. I felt weak and dis-empowered. I was being held hostage by my addiction and it was undermining my health, my confidence and my ability to get things done.

You are smart. You are used to achieving things. So why can't you beat this sugar thing? It's because it is hard! You haven't been able to beat it up until now because your biology and a multi-billion dollar food industry are stacking the odds against you!

But I'm going to re-shuffle the deck and put the odds back in your favour! Welcome to a new way of ending your sugar addiction. My method doesn't just mask and distract. We will tackle the bio-chemistry head on and bio-hack your way to health and happiness!

Sugar leads to sickness, and it ages us well beyond our years. It undermines our confidence and our productivity. Most importantly sugar creates systemic inflammation which lowers our immunity, disrupts our hormone balance and sets us up for serious disease.

But the good news is that we can turn this around much faster than you imagined. It only takes two weeks to put your metabolic markers back on track, and put YOU back in the driving seat.

# My sweet tooth led to pre-diabetes and metabolic syndrome

## EATING 'NORMALLY' MEANT I WAS REALLY EATING SUGAR ALL DAY

I never realised that I had an addiction problem. I actually thought I ate very healthily - I always opted for wholegrains and liked veggies and couldn't understand why the weight kept piling on and piling on. Although I was very successful in my job, I felt like a failure inside because I was overweight, overwhelmed and my health seemed to be on the rocks. I felt undermined by cravings. I was permanently irritable, ready to snap anybody's head off, and pounding headaches and fatigue made it almost impossible to get through the day.

I was busy and stressed, so convenience seemed important - I would have cereal for breakfast and maybe a cafe latte as soon as I got into the office, sometimes with a croissant or a biscuit (or two, or three) if they were offered during morning meetings. Lunch was usually a sandwich or a bowl of pasta, whatever I could grab nearby the office.

By mid-afternoon, I was exhausted. A great wave of tiredness would wash over me and I would send out to get some chocolate, and maybe another latte 'to keep me going'. At the end of the day I would have a glass or two of wine and probably some nibbles (usually crisps) before dinner, and then wonder why I would be prowling around the kitchen looking for things to eat later in the evening, when I wasn't even really hungry.

All starches whether they come from sugar, biscuits, chocolate, bread, pasta or potatoes, are converted into glucose in the body. To our systems all refined carbs, whether sweet or savoury, are the same thing, And they all feed our addiction. So, even when we deprive ourselves of certain foods, and try and make the best choices, we can still be feeding our sugar addiction, unknowingly.

The situation is made worse by the fact that most processed food contains very high amounts of added sugar, even if it's a savoury product. Things like flavoured crisps have added sugar, processed meat contains added sugar, mayonnaise, tomato sauce, cook-in sauces, all contain added sugar. And eating any of these things, keeps you addicted.

BUT THE WHOLE SITUATION CAN BE TURNED ON ITS HEAD IN MUCH LESS TIME THAN YOU IMAGINE. WE CAN OVERCOME OUR CRAVINGS AND IMPROVE OUR METABOLIC MARKERS IN AS LITTLE AS TWO WEEKS.

# REAL Health and Wellness

MY SIGNATURE APPROACH TO HELPING YOU FIND TOTAL METABOLIC, DIGESTIVE AND IMMUNE HEALTH



An iterative approach that is guided by your specific needs as we work to unlock your unique health code. By spiralling through the process of Reviewing, Evaluating, Acting and Learning we will move closer and closer to your goals, until we ultimately get to the truth of your situation and create the perfect Lifestyle Prescription for you.

## R = Review

The first step is to fully review the situation. To pay attention to you as a whole person and map out all the dynamics in play for you by taking a full health history, gathering or commissioning any relevant tests and tuning-in to your unique combination of symptoms and what they really mean.

## E = Evaluate

Analysis of this information will enable us to get forensic and start to de-code the messages your body has been sending and begin to unlock your unique health code. The out-put of this work is a prioritised step-by-step action plan

## A = Action

As you put the plan into action, and we check in together bi-weekly, you will start to experience positive shifts as your body responds and begins to restore its own natural balance.

## L = Learn

Your experience and feedback will help us to gain clarity. The way your body will respond is unique to you, and we need to be respectful of that process as we deepen our understanding, validate your unique health code and refine our priorities. As we spiral round this process and get closer and closer to the truth of your situation.

# The methodology works!

CLIENT TESTIMONIAL - DEB ROGERS, DUBAI, UAE



Deb is an Executive Coach and came to me when she was recovering from breast cancer, and the menopause which followed her therapy. The onslaught on her hormones had been huge. , “I have just become this fat little blob”, she said, “and I feel like crap. I can’t stand having this big fat stomach and just generally feeling revolting and with no energy.”.

We worked together on her general food choices, but particularly in regard to giving up sugar (especially important for anyone who has had, or wants to prevent, cancer). When Deb was able to apply all the information that is now in the Sweet Success Alpha-woman’s Guide to Overcoming Sugar Addiction, she was able to overcome her sweet-tooth and her life not only changed dramatically for the better, but she was able to maintain her success! “I just wanted you to know that I’m doing well and have lost 12 kilos!” she wrote to me recently. “You gave me the confidence to start the change process. I remember your story when you would just come home after work and eat crisps - that was me also. But not anymore! Now I look at food and ask myself will this nourish me? It’s great to feel strong and in control again and now I’m just focusing on eating well and not eating junky food. I don’t get tired during the day and have a lot more energy. I also sleep much better - that helps as well!”



## Knowledge is Power

















There is absolutely no good news when it comes to sugar, and because I know you want to tackle this addiction in the quickest way you can, I'm not going to, well, sugar-coat this. The fact is that sugar is extremely bad for you, there is absolutely no upside to eating sugar, other than that it tastes nice and triggers a dopamine hit (and therein lies the problem).

EXCESSIVE CONSUMPTION OF SUGAR UNDERMINES OUR HEALTH.. THERE ARE OVER 125 DISEASES AND CONDITIONS THAT ARE CAUSED BY SUGAR. INCLUDING T2 DIABETES (AND THE COMPLICATIONS OF AMPUTATION, BLINDNESS, KIDNEY FAILURE). OBESITY, DEMENTIA, PARKINSON'S DISEASE, INCREASED SUSCEPTIBILITY TO VIRUSES, CHRONIC FATIGUE, CANCER, IBS AND IBD, BRAIN FOG, IRRITABILITY, ANXIETY, DEPRESSION AND FALSE SHAME.. IT DOES THIS BY:

- Disrupting our immune system and making us more susceptible to infection
- Raising levels of systemic inflammation in our bodies which creates free radicals
- Generating oxidative stress which ages us prematurely, creates wrinkles, spots and acne, dries our hair and makes it fall out and pre-disposes us to chronic disease
- Sugar feeds yeast and pathogenic bacteria at the expense of good bacteria leading to repetitive bouts of thrush and UTI's
- This dysbiosis (or disruption of the bacteria in our gut) caused by sugar can also lead to symptoms of IBS, IBD and other digestive complaints
- Sugar is a major endocrine (hormone) disruptor, and creates dis-regulation of the HPATG axis of hormone balance in the body. Significantly, sugar consumption pushes up the production of stress hormones in the body.
- Sugar inflames the endothelial lining of our blood vessels, causing the body to lay down cholesterol in a bid to heal the lesions. Blaming cholesterol for heart disease is like blaming the firemen for a fire.
- The link between sugar and neuro-degenerative disease is so strong that many medics refer to dementia as Type 3 Diabetes.

# How much sugar is in our food?

The problem that we all face is that eating sugar, or starch, makes us want to eat more of it, and sugar and starch is everywhere. Just look at the sugar equivalent in teaspoons of the sort of foods we eat every day (some of which we've been told are healthy!). Bearing in mind that the body can only process 1 teaspoon of sugar at a time and the maximum daily intake should be less than six teaspoons, this chart is enlightening!

 <b>Public Health Collaboration</b>		Informing Healthy Decisions	Find out more @ <a href="http://www.PHCuk.org/sugar">www.PHCuk.org/sugar</a>
Food Item	Glycaemic Index	Serving Size	How does each food item affect blood glucose compared with one 4g teaspoon of table sugar?
Basmati rice	69	150g	10.1 
White potato (Boiled)	96	150g	9.1 
Pure Apple Juice	41	200ml	8.6 
Cornflakes	93	30g	8.4 
French Fries (Baked)	64	150g	7.5 
Coco pops	77	30g	7.3 
Spaghetti (White Boiled)	39	180g	6.6 
Banana	62	120g	5.9 
Wholegrain Barley Bread	85	30g	5.5 
Bran Flakes	74	30g	4.8 
Sweetcorn (Boiled)	60	80g	4.0 
Special K Cereal	54	30g	4.0 
White Bread	71	30g	3.7 
Wholemeal (Small Slice)	74	30g	3.0 
Broccoli	54	80g	0.2 
Eggs	0	60g	0

# What happens when we eat excess sugar?

## PROCESSED FOODS MESS WITH YOUR BIO-CHEMISTRY

Whenever we eat protein or carbohydrates, our body takes that food through a complicated process that separates out the nutrients and fibre from the starch and then converts the starch into glucose (the only food that isn't converted into glucose by the body is fat). The more starch there is relative to fibre, fat and protein, the quicker this process takes. Once converted, the glucose is then transported into our blood stream so that it can move throughout the body and provide fuel for our cells. If we have too much glucose in our blood for our energy requirements, the excess sugar is stored as glycogen in our liver and muscles. If there is still excess sugar left over, it will be converted into triglycerides and ultimately into body fat.

The key thing in this process is the speed at which the body breaks down the food we eat into glucose – and it is fibre, protein and fat that slow that process down. Foods that convert quickly into glucose (ie those low in fibre, protein and fat and high in starch aka processed foods) cause a spike in blood sugars and a corresponding spike in insulin as the body tries to mop up the glucose.

The foods that are most readily converted into glucose by the body are the ones that have already been broken down by processing in a factory - sugar, any kind of syrup, juice or fizzy drink, any kind of flour or processed grain. Unfortunately this includes most of the products that line our super-market shelves and form part of our daily life – white bread, breakfast cereal, biscuits, confectionary, pastries etc.

If we eat foods like this that cause a huge dump of glucose into our blood stream, our pancreas produces a lot of insulin to take it out of the blood as quickly as possible. Insulin is very efficient at what it does and when this happens there is a corresponding drop in blood sugar, to below normal levels, about 2 hours later. This makes us feel jittery, edgy, anxious and craving something to eat quickly. Normally a biscuit or some chocolate, which makes our blood sugar spike again, and then crash again later. And this spiking and crashing of blood sugar creates a cycle of cravings that is very difficult to manage.

It is also worth noting that high levels of insulin, caused by eating a lot of processed carbs encourage the body to store fat – it is almost impossible to burn body fat for fuel (ie lose weight) if you have insulin in your blood stream. The level to which this applies varies from individual to individual as our efficiency at processing carbs also varies. So the trick with carbs is to find the unique point at which your body can process them efficiently – it is literally your sweet spot!





## The key things you need to know

**SUGAR IS A TOXIN. ANY EXCESS THAT IS CIRCULATING IN OUR BODY IS REMOVED FROM THE BLOOD BY INSULIN AND CONVERTED INTO BODY FAT. BUT YOU ARE NOT TO BLAME FOR YOUR SUGAR CRAVINGS!**

### **YOUR CRAVINGS ARE NOT YOUR FAULT**

The balance of sweet and salt, the texture, the colours in processed food do not happen by accident. They have been created specifically to make you want more and trigger a perfect storm of hormonal responses that disrupt your natural appetite controls and tap into your primal survival instinct, that's why you can never get enough (have you ever tried to eat just one Dorito?). To make it worse, the addictive nature of sugar sets up a dopamine response that really does make us feel better, in the short term. This, combination is what makes sugar so very addictive.

### **THERE'S NOTHING WRONG WITH YOUR WILLPOWER**

Processed food messes with your bio-chemistry and, as we are about to see, it also messes with your brain. This is an almost impossible line up to deal with! 98% of our brain works on reflexive triggers, only a tiny 2% is in the main frontal cortex that is our rational, thinking brain. When you are relying on willpower alone, you are using that tiny 2% to face down and fight with millennia of self-survival programming that is being hi-jacked by the food production companies.

### **SUGAR ADDICTION IS NOT ABOUT YOUR VALUE AS A PERSON**

We have developed complex emotional relationships with sweet and starchy foods. They are associated with comfort, celebration and reward. These are powerful emotional connections that are difficult to break. perhaps more importantly, eating sugar and processed carbs sets up a bio-chemical chain of reactions in our bodies which makes us crave them more, and we get stuck in that hamster wheel of craving, bingeing and guilt.

These emotional and bio-chemical reactions are exploited by food manufacturers for their gain, and our expense.



The following 3 pages are based on the work of Joan Iland [www.foodaddicts.org](http://www.foodaddicts.org)

# Why is processed food so addictive?

## ADDICTIVE PROPERTIES OF SPECIFIC FOODS

The main ingredients of processed foods, sugar and sweeteners, flour, gluten, dairy, processed fats, excessive salt, and caffeine all have addictive properties. When combined together as they are in most processed foods, the addictive nature of the food is intensified. You are in effect being subjected to multiple levels of addictive substances at the same time. Let's have a look at the worst offenders:

- The addictive properties of sugar are perhaps the most studied. Rats have been shown to choose sugar, high fructose corn syrup, and saccharine over cocaine and heroin. and have reacted to sugar withdrawal in the same way to morphine withdrawal.
- Sugar activates the dopamine pathway in the brain, and therefore creates a pleasure sensation.
- Gluten, and flour made from gluten-grains, contains a gluteomorphine that appears to activate the opiate pathways.
- Salt has been observed to be used by morphine addicts in withdrawal, presumably as a replacement for morphine.
- Processed fat appears to activate the opiate and endocannabinoid pathways in the brain.
- Dairy contains a casomorphine which has been shown to bind to opiate receptors in the brain.
- Caffeine has intoxication and withdrawal effects that conform to all addiction diagnostic criteria.

As you can see, there are real reasons why processed foods are so difficult to give up. It's not just because you are weak, it is because ALL the addictive pathways in your brain are being triggered.

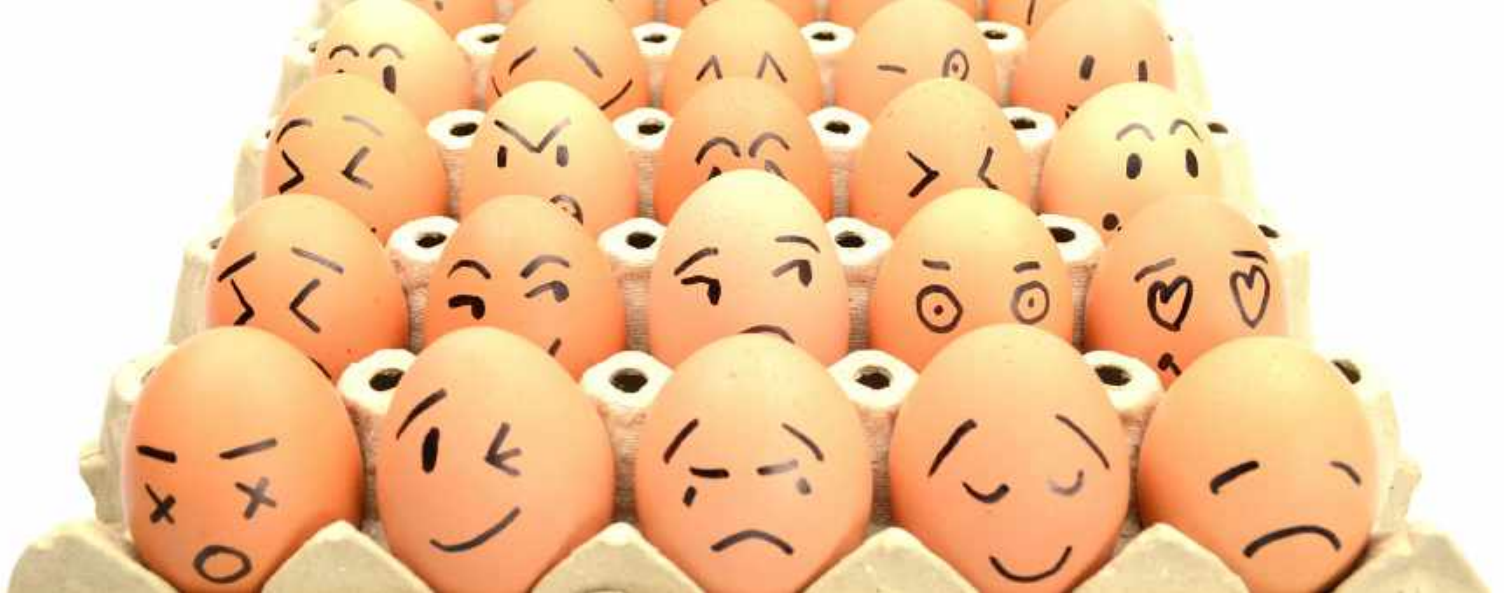
THIS IS WHY IT IS SO HARD TO BREAK YOUR CRAVINGS. IT IS NOT YOUR FAULT THAT YOU HAVE THEM!!



# What is going on when you experience cravings??

## PROCESSED FOODS, LITERALLY, MESS WITH YOUR BRAIN

- They create hyper-addictive pathways that are also known as the pleasure or craving pathways and include serotonin, dopamine, opiate, endorphin, and endocannabinoid.. pathways. In people addicted to processed foods, these pathways over-secrete craving neurotransmitters. This ‘flooding’ of addictive neurotransmitters appears to produce intense cravings that are associated with loss of control.
- Over-sensitivity to triggers. Very slight stimulation can trigger the overproduction of craving neurotransmitters. Researchers have seen that just thinking about a processed food product can produce the flooding of neurotransmitters.
- Conditioned, learned, or Pavlovian responses. The craving response can be subject to conditioning. This means that a place, person, thing, event or time associated with consumption of processed foods can trigger cravings without the presence of the processed food.
- Non-functioning cognitive centers. During a flooding of addictive craving neurotransmitters, the decision-making, memory and learning centers in the brain cease to function. At the moment of flooding, people are not able to remember consequences nor make good decisions.
- Non-functioning inhibition center. The flooding has also been observed to coincide with ‘shut-down’ of the inhibition center. This is interpreted as a loss of control, but is in fact a neurological reaction over which we have no control
- Down-regulated receptor fields. In order for the pleasure neurotransmitter to complete its circuit, it must ‘hit’ or ‘dock on’ a transmitter receptor. When we are addicted to sugar, these receptor fields are down-regulated or ‘shut-down.’ The theory is that as over-use and overexposure to stimulation causes these receptors to down-regulate. The person then increases consumption in an attempt to re-establish the level of pleasurable feeling they once had when the receptors were open. This may explain the phenomenon of tolerance.
- Activation by stress. The addictive pathways are activated by stress.



# The four main triggers for cravings

## CRAVING TRIGGER #1 -BOREDOM

Boredom is not the absence of something to do (there is always something we could be getting on with), it's a measure of our dissatisfaction with our situation. Nine times out of ten, what you are experiencing is not boredom, it's exhaustion (too tired to go out and do something), it's depression (can't be bothered to do anything) or brain-fog (simply can't think of anything to do), or it's a combination of all three. The irony is that sugar itself is one of the major causes of fatigue, depression and brain-fog.

## CRAVING TRIGGER # 2 - HUNGER

When we are hungry and sugary, processed foods are to-hand, our natural braking-system is shut down and our restraint is removed.. We are literally not in our 'right mind' - we know the food is toxic, but we pick it up anyway! To avoid this situation it is important to plan ahead so that there is never an opportunity to feel hungry. Eat 3 nutritious meals a day and have healthy food to hand.

## CRAVING TRIGGER # 3 - FEELING

DEPRIVED  
What is real deprivation? Is it not being able to eat a sugary treat or is it suffering from the consequences of that sugary treat? How can missing out on any or all of the 125 serious illnesses caused by sugar be a deprivation? But we have complex mirror neurons in our brain that make us want to do what we see other people doing (that's one of the reasons advertising works) and if we can't do it we feel deprived. But who is really deprived, the one who is able to make positive choices for herself, or the one who is following the herd?

## CRAVING TRIGGER #4 - STRESS

Early conditioning, combined with our survival instincts mean that the neural pathways that govern our perception of stress are closely inter-linked with the pathways that drive cravings This means we can easily get stuck in a vortex of stress, anxiety and self-loathing with each of these making the others worse. The very foods we crave put stress on the body, which makes us crave them more. To break the cycle, work to articulate the source of your stress - will food really make the problem go away? Or will it just create another one?

# It is possible to beat those cravings for good!

CLIENT TESTIMONIAL - SARAH M, LOS ANGELES, USA



Sarah is a consultant with the UN and had struggled with cravings for many years. Although she ate pretty well, she still suffered from bouts of fatigue, arthritis and general aches and pains. She felt intuitively that there was a connection between what she was eating and how she was feeling, but wasn't sure how to connect the dots.

She was very resistant to 'just another diet' but was looking for ways she could have more control over her eating. At the end of the day, she just needed to be able to understand what was, and was not, good for her. All she wanted was for it to be as easy as possible to stick with her positive choices once she had identified them. As soon as we started working on her sugar-addiction, everything fell into place for her. In her own words, "What is remarkable is that all my food cravings have gone! I feel hungry at the right times, but not craving food, and this makes it so much easier to lose weight. The whole experience has been a game changer for me!" The best thing about this story is that, over a year later, Sarah has gone on to lose nearly two stone and her arthritis is all but gone! "With Fran's help I have really learned to pay attention to my nutrition, lost weight without any effort and I really do feel a lot better. Many aches and pains and a general lethargy are gone, I have lost 25lbs without even trying and possibly most important of all, feel a whole lot better in my skin!"



## The five ways natural wholefoods help you to manage cravings

Crowding out your sugar cravings by ensuring you are getting plenty of nutrition from natural wholefoods is the first, most important, step. Wholefoods are your primary ally in the fight against sugar addiction and here is why they can be so helpful:

1. Wholefoods weigh more than most processed food. Our stomach works out whether it is full or not using weight sensors. As processed food is often not very heavy, it is easier to compress far more calories into our tummies than we have been designed to consume at one sitting. Whole foods trigger that full feeling way before we have a chance to over eat.
2. Wholefoods are nutrient dense so our bodies feel naturally satiated and are not left craving something extra (often something sweet) at the end of a meal.
3. Wholefoods do not contain high levels of sugar and other stimulants, so we can tune into our natural energy levels and true appetite.
4. Wholefoods are full of fibre which bulks us up naturally and keeps us feeling fuller for longer. Fibre also helps to balance our gut bacteria so that we are not so much at the mercy of the bacteria which feed on sugar and starch.
5. Wholefoods like nuts, avocados and olives as well as organic grass-fed animal proteins contain healthy fats that re-set our metabolisms, trigger the hormones that regulate our appetites and control our blood sugar levels. All of these things contribute to easier weight management, and healthier bodies.
6. Wholefoods can help you de-programme the addictive pathways in your brain. Like addictive foods, the more you eat them, the more you want them, but in the case of wholefoods it is because there is a genuine physiological need that you are meeting, not a neuro-transmitter fire-storm taking over.

# Understanding the Carb Spectrum

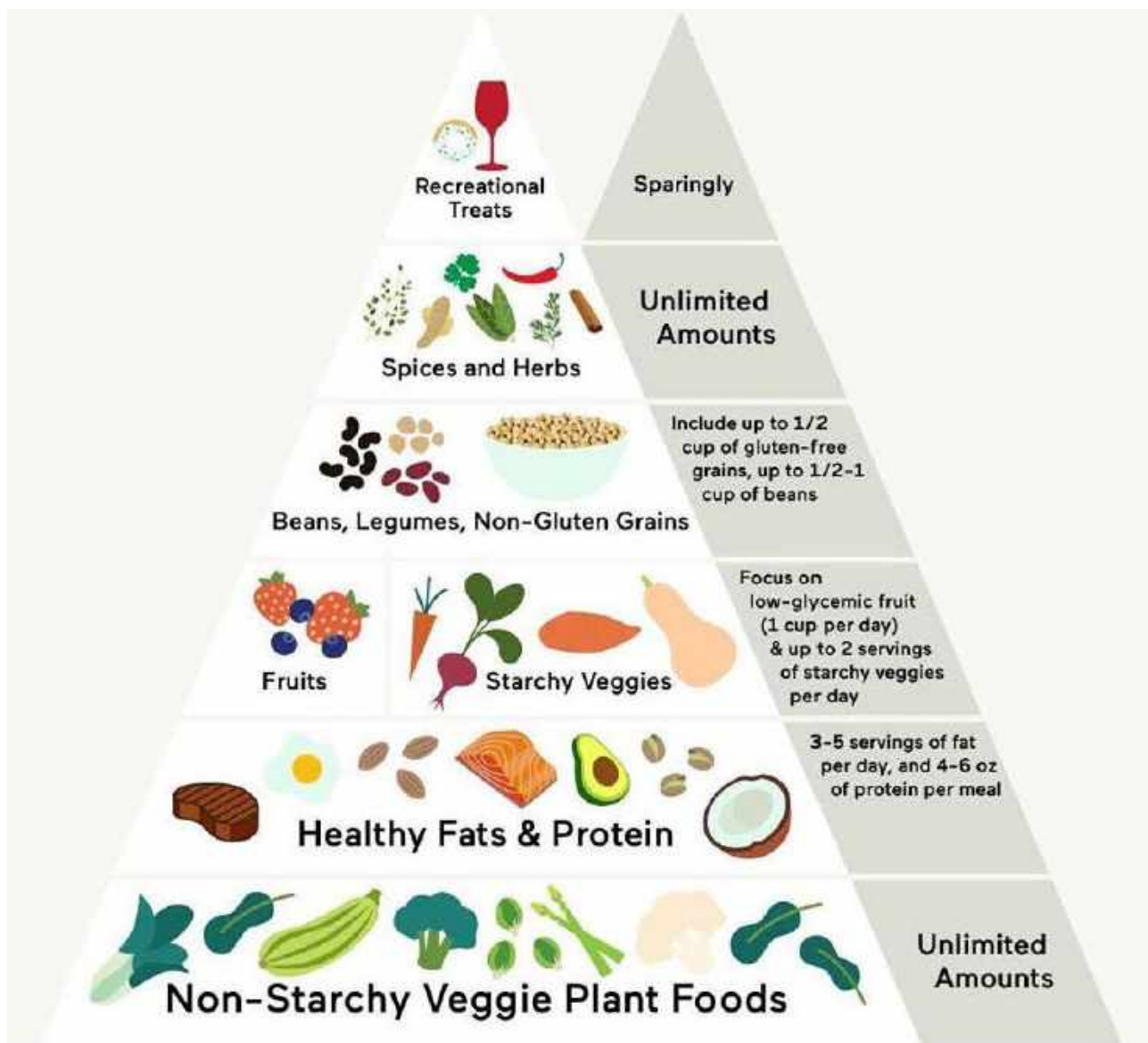
Not all carbs are created equal! I like to work on bad, good, better, best spectrum and encourage people to stick in the good, better, best zone as much as they can. In this chart I have colour coded the different carbs using the traffic light system. The quicker you can eliminate all carbs in the Red or 'bad' zone, the quicker you will take back control of your cravings.

TYPE OF CARB	HOW OFTEN TO EAT
<b>Leafy green (cruciferous) vegetables</b> (egcabbage, spinach, kale, broccoli, cauliflower)	Consume freely - at every meal
<b>Non-starchy vegetables</b> (eg asparagus, courgette, cucumber, artichoke etc)	Consume freely -at every meal
<b>Root vegetables</b> (eg parsnip, swede, beetroot, carrots, sweet potato, pumpkin etc)	Up to 2 portions (2 cups) a day
<b>Northern European fruits</b> (eg apples, pears, berries)	Up to 1 portion (1 cup) a day
<b>Whole Legumes &amp; Beans</b> (eg lentils, chick-peas, white beans, black beans etc)	Up to 1 portion (half a cup raw) a day
<b>Gluten-free wholegrains –</b> (eg quinoa, buckwheat, brown rice)	Up to 1 portion (half a cup cooked) a day
<b>Gluten wholegrains –</b> (rye, rye bread, oats, spelt, farro)	2 - 3 portions a week (1 portion = one slice rye bread or half a cup raw oats)
<b>Wheat</b>	Avoid completely
<b>White potatoes</b>	Avoid completely
<b>Processed beans/legumes</b> (eg chick pea flour, gluten free pastas)	Avoid completely
<b>Processed grains</b> (eg any kind of flour, cakes, baked goods, pasta, rice cakes, white bread, brown bread, pizza, sourdough)	Avoid completely
<b>Tropical fruits</b> (eg banana, pineapple, mango)	Avoid completely
<b>Dried fruits</b> (dates, figs, apricots etc)	Avoid completely
<b>Alcohol</b>	Avoid completely
<b>Sugar</b> (white, brown, honey, agave syrup, coconut syrup, maple syrup, caramel etc)	Avoid completely
<b>Fruit juice</b> (apart from Cranberry juice)	Avoid completely
<b>Artificial sweeteners</b> (apart from Stevia)	Avoid completely

The carb-spectrum is here for you to use as a guide. I have not included it so you can use it to beat yourself up! The fewer 'red' foods you can eat, the better, but that doesn't mean it's the end of the world if you stray into the red zone. In fact I have included some red foods in the recipes at the end of this book. But in these recipes, the red foods are combined with protein, fibre and fat, all of which slow down the rate at which the sugars are absorbed into the body. What I will say, though, is that the more you do avoid the red foods, the quicker you will overcome your cravings.

# Pulling it all together

This is a visualisation of the perfect diet, pulling all the information in this e-book together. It was created by Functional Medicine Guru, Dr Mark Hyman and perfectly represents what a week's healthy, wholefood diet should look like.



The idea here is to crowd out your sugar cravings with plenty of natural wholefoods that will provide you with all the nutrition you need to naturally balance your health, and your hormones. And once your hormones are balanced, your sugar cravings will be a thing of the past!

For those moments when a little sweet treat is called for, here are some great recipes that will not throw you back under that sugar bus!





## The 12 steps to avoiding cravings

1. Eat foods that are as close as possible to their original form. Natural, whole foods, including fruits and starchy vegetables, very seldom present metabolic problems to the body, especially if eaten with variety in mind.
2. If you are struggling with sugar cravings, sticking to 3 sensible meals a day with no snacking in between helps your body regulate your appetite naturally.
3. Ensure all your meals contain protein, fat and veggies. Protein, fibre and fat will satiate your hunger and keep you feeling fuller longer.
4. Avoid all starchy foods - bread, bagels, pasta, breakfast cereal, rice and potatoes are all just sugar in another form and will trigger more cravings.
5. As nutrient deficiencies can make cravings worse, eat a well-rounded, nutrient-rich diet and consider taking a good quality multi-vitamin and mineral supplement, ensuring you have sufficient quantities of Vitamin D3, and Omega 3's from fish oil.
6. Move your body. Whatever exercise you take, no matter how little, it will help to lift mood and fight cravings.
7. Get enough sleep. When we are tired, the temptation to rely on sugar to boost flagging energy levels becomes almost overwhelming. Going to bed at a reasonable hour every night is the first step.
8. Keep sugary snacks out of your house and office.
9. Do not use artificial sweeteners (they come with their own host of health issues) and use whole fruits (eg dates) in moderation to sweeten foods if needs be. Add spices such as cardamom, cinnamon, nutmeg and cloves to flavour food as they are natural sweeteners and will reduce cravings.
10. Read food labels carefully and learn to recognise sugar in all its forms - fructose, corn syrup, corn sugar, high fructose corn syrup, sucrose, dextrose, molasses, turbinado sugar, dried cane juice, malto-dextrin, fruit-juice concentrate, diastase, glucose, galactose, malt, etc. There are in fact 56 different ways manufacturers describe sugar in order to sneak as much in as they can - they know how addictive it is!
11. Drink lots of water - aim for 2 litres a day.
12. Breathe it out. Cravings don't last forever (in fact the average is 3 seconds!)



# Effective strategies for managing craving flare-ups when they happen

There are seven areas in which we can contain a cravings flare-up: Environment Management, Physical Activity, Thought Management, Calming Activities, Meals, Rest and Community Support.

Here are some key strategies in each of these areas that can help when you are faced with a surge of cravings.

1. Be prepared. Draw up a list of things you can do when a craving occurs. Visualise in advance how you cope and manage through the craving until it passes
  2. Remove yourself from an environment in which processed foods can be seen or smelled. If in a public place, distract yourself by looking at the floor or the ceiling and counting the tiles.
  3. As soon as possible after the onset of a craving, go for a walk where you are free from commercialism. Walking has been proven to reduce cravings.
  4. If walking is not possible try some chair yoga or breathing exercises. The 4-7-8 breath is particularly effective.
  5. Repeat helpful affirmations such as 'my brain is calm and orderly' or 'I am in control and food does not control me' - maybe prepare a list of affirmations that work for you to have them ready
  6. Put the craving thought into an imaginary ballon and watch it float out of your head and away into the distance.
  7. Consider the craving thought objectively. Say to yourself 'It's just a thought. I don't have to act on it.'
  8. Divert your attention to something pleasant - like a long walk you remember, a song, or another happy memory.
  9. Work on a craft or a colouring book. Give yourself a manicure, or just apply some handcream.
  10. Have a calming anchor that you practise when you feel in control. It could be a particular essential oil, or an action like tapping your wrist. Apply that anchor when a craving erupts.
  11. Get some rest if you can. Lie down and close your eyes, listen to a meditation tape if that helps
- Join a support community such as the Real Health and Wellness Hub. The link will have been sent to you by email.



# Recipes

HERE ARE SOME OF MY FAVOURITE, NATURALLY SWEET, RECIPES THAT WON'T THROW YOU OFF BALANCE

The combination of fibre, fat, vitamins, minerals and protein in these recipes make these treats very nutritious. Dates and bananas are very high in sugars, but the other ingredients help to delay the speed at which these sugars enter the bloodstream, helping to prevent craving spikes.

## AMAZEBALLS

130g (1 cup) cashews  
130g (1 cup) of walnuts  
3 teaspoons raw cacao powder, plus extra for dusting  
2 tablespoons coconut oil  
Half teaspoon vanilla powder  
8 medjool dates (de-stoned and roughly chopped)  
3 tablespoons dessicated coconut, plus extra for dusting

Put all ingredients into a food processor and whizz until the mixture clumps together. Taking a teaspoonful at a time, roll the mixture in balls and coat either with the raw cacao powder or the dessicated coconut. You can experiment with different nut, seed and fruit combinations. Pumpkin seeds are particularly delicious and apricots make a delicious alternative to dates. And you can add superfood powders to increase the nutrient density. - spirulina, maca powder, chia seeds or ground flax seeds are all good, healthy additions.



## NICE CREAM

- 1 banana, sliced and then frozen (I keep several in the freezer for emergencies!)
- A dash of almond milk (or non-dairy milk of choice)
- 2 tablespoons of almond, or other nut butter
- 1 heaped teaspoon raw cacao powder

This is frankly the most brilliant thing ever. You can whizz it up in a trice, kids love it and it really tastes as though it's incredibly bad for you, but it isn't!

Throw all the ingredients into a high-powered blender and blend until smooth and creamy. Stop and scrape down the sides of the blender as necessary.

Scoop into a bowl and sprinkle with chopped nuts (optional).

## COCONUT BERRY CHIA PUDDING

- 1 ripe banana, mashed
- 100g frozen or fresh berries of your choice
- 150ml coconut milk
- 40 g dessicated coconut
- 2 tablespoons chia seeds
- half teaspoon vanilla powder

Put all the ingredients into a sealed container (a lidded jar is perfect). Shake well. Place in the fridge for 3 - 4 hours or overnight. The chia seeds will swell to create a delicious cold dessert or breakfast alternative.



## CHOCOLATE MOUSSE

- 1 avocado, mashed
- 1 tablespoon raw cacao powder
- 2 tablespoons chia seeds
- 1 cup dairy free milk (I prefer coconut)
- 3 medjool dates, or 1 tablespoon maple syrup.

Combine all the ingredients in a blender and process until smooth. Allow to stand for 15 minutes in the fridge, then serve.

## ALMOND COOKIES

- 250 g ground almonds
- 40 g coconut sugar
- 40 ml coconut oil
- 60g dessicated coconut
- 1 tsp baking powder
- 2 eggs

Mix all the ingredients together with a fork and then place spoonfuls of the mixture onto a lined baking tray. Bake in a pre-heated oven at 200 degrees for 20 minutes.

# Are you ready to get back your lustre? For life?

**SPECIFICALLY DESIGNED FOR ALPHA WOMEN, THE LUSTRE FOR LIFE 4-WEEK RE-SET & RENEWAL PROGRAMME IS THE SMART WOMAN'S APPROACH TO TAKING BACK CONTROL**

**WANT TO RE-CONNECT WITH THE REAL YOU? GOODBYE OLD BOOT, AND HELLO RE-BOOT**

It only takes two weeks to turn your health around! If you are battling with fatigue, hormone imbalance, stubborn weight, skin, or digestive issues (or just feel like rubbish for no obvious reason) this is the programme for you! Don't sell yourself short for another second.

**EVERYTHING YOU NEED FOR SUCCESS**

Full nutrition protocol, menu-plan and shopping list, daily programme overview all ready for you to download and print out to create your personalised health library.

**DISCOVER YOUR UNIQUE HEALTH CODE**

Using the learnings from this personalised health programme you will be able to create your own unique 'lifestyle protocol' that will serve you well into the future.

**DELICIOUS FOOD**

Hundreds of recipes and loads of inspiration to keep you motivated and on-track. There is absolutely no need to be bored on this health programme and you will be amazed how much you can eat!

**ONE TO ONE COACHING CALL**

Benefit from my years of experience helping people just like you! The FFF personalised health programme gives you the best of everything I know! Book a 121 call at your convenience so you can dig deep into the issues that matter to you most and get personalised support to help you get the most out of the programme.

**SUPPORT AND ACCOUNTABILITY**

Lifetime access to the private FFF Facebook Group and benefit from ongoing support and encouragement to stay on-track long after the programme ends.

**FOR MORE INFORMATION VISIT:**

**[WWW.REALHEALTHANDWELLNESS.COM/LUSTRE-FOR-LIFE](http://WWW.REALHEALTHANDWELLNESS.COM/LUSTRE-FOR-LIFE)**

# Don't just take my word for it!

CLIENT TESTIMONIAL - SHEENA B, CAMBRIDGESHIRE, UK



Sheena is a busy office manager who joined the Lustre for Life programme just before her 60th birthday. For many, many years Sheena struggled with various complaints including poor sleep, day-time fatigue, weight gain and she really wanted to feel better about herself and more in control of her health generally..

More than anything, she wanted to be able to celebrate her birthday feeling fab! She found the Lustre for Life programme to be exactly what she needed to re-invigorate her health goals and bring back a sense of energy and achievement. It gave her just the fillip she needed to enter a new decade with renewed vigour and enthusiasm for life. “If you were sitting beside me just now, Fran, I would give you the biggest hug. This has been a great experience, and, although I thought it would be difficult or complicated, it wasn’t. I lost 9lbs in the first 3 weeks of the Lustre for Life programme, my clothes fit better and I feel so much more comfortable in myself. I feel revitalised, re-energised, sleep more soundly and am basically loving this new me!”

**FOR MORE INFORMATION VISIT:  
[WWW.REALHEALTHANDWELLNESS.COM/LUSTRE-FOR-LIFE](http://WWW.REALHEALTHANDWELLNESS.COM/LUSTRE-FOR-LIFE)**



# success stories

## *Tanya C* Tunbridge Wells, UK



Fran is just the loveliest, most supportive practitioner who's knowledge on health, wellness, nutrition, supplements and all-things-good is immense. I've just taken part in her Lustre for Life programme and it's been amazing. The help and support I've received is second to none, especially considering I have some complex autoimmune issues that I'm dealing with.

## *Victoria T* Amsterdam, Netherlands



Working with Fran is about exploring ways to heal the body through nutrition and lifestyle and most importantly, learning to listen to your own body through its reactions/responses. Whether it is weight loss, inflammation, immunity or digestion issues, Fran addresses the impact of our nutrition on our health and comprehensively guides you through a process of removing possible 'trigger' foods (with explanations, a clear protocol and loads of delicious recipes).

## *Felicity M* Tunbridge Wells, UK



I could not recommend Fran enough, I feel like I am finally getting my life back again! After years of constant illness (awful headaches, sinusitis, brain fog, allergic reactions, anxiety, depression, severe food allergies and weight gain), I had given up all hope of being well again and leading a normal life, but now I finally feel understood and listened to and I am now on the right protocol for me to heal my gut and restore my health.

## *Fan B* United Kingdom



I am 55, nothing worked for me not even the 5:2 and despaired of ever feeling like me again. Not only have I lost 4lbs, more importantly my waist and abdomen are half the size, I'm not bloated, I have masses of energy, I've fallen back in love with real food and my body. I wasn't hungry, I didn't feel like I was missing out on anything and it's literally brought me back to life. Fran is fantastic, she knows what she is talking about, don't hesitate - give it a go!





## Thank You...

I hope you have found the information in this booklet helpful!

If you would like to take your health to the next level, there are many ways I can support you.

There is of course the wonderful Lustre for Life Programme that hundreds of women just like you have benefitted from.

Or you could join me for 1:1 coaching to dig a little deeper into the truth of your unique health issues.

Why not get in touch, and let's have a chat to work out what would be best for you!



### *Contact Information*

Phone: 0734350832

Email:

[fran@realhealthandwellness.com](mailto:fran@realhealthandwellness.com)

Website:

[realhealthandwellness.com](http://realhealthandwellness.com)

