



STOP OVEREATING NOW!



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The Ten Reasons You Overeat and How to Stop – NOW!

Introduction:

On the path towards total wellness, there is nothing more discouraging than overeating or a full-fledged binge. I know this as well as anyone, because **I have been there myself**. Nothing felt worse than that frustrating feeling of being uncomfortable in my bloated body as my expanding stomach aggressively pressed against my waistband. I could almost feel the food going straight to my thighs, back and arms.

Not only was it painful to breath, it hurt as I recalled with disgust the types and mass quantities of food I consumed in such a short period of time. I Felt repulsed by food and my behavior and at the same time afraid of the next time I would be around food – as I never knew when I would have an uncontrollable binge again. It seems the only time I was reliable around food was when it wasn't there. After second thought, that wasn't safe either, I still remember my nightmares of eating too much cake and ice cream! I'd wake up dreading the food choices ahead, only to go to bed regretting all of the food choices of the day. This cycle was truly a **living nightmare**.

Dieting was no-longer an answer either. By this point, I knew the roller coaster too well. Whether after a few years, months, weeks or days, the high of my new plans to restrict would fade and be replaced by anguish resulting from an equal or often greater out of control, rule-breaking food session.

Over the years, my unreliability around food made my body bulgy, flabby, ugly and shameful to me. It served as a constant reminder of the challenging time I was having in this area of my life. Not only reminding myself of this tormenting struggle, but letting the rest of the world see too, that I had no control around food. Degrading and demoralizing. **I felt disgusting. I wondered, how I could ever do this to myself.**

I did not go on vacations, I did not seek out romantic relationships and I hardly felt worthy of a friend. So I was left with no one and nothing – except food – and I hated that. Food was my first frenemy. At the time, it didn't seem to matter anyway. I was so consumed by my food obsession, I was blind to the other parts of my life that were lacking (or fulfilling for that matter). And perhaps **the worst part was that I truly believed that having this destructive relationship with food was the only way to live!**

I was so wrong. **There is a way to break free from this food/eating hell.**



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I can now be around all types of food and eat in a way that feels good to me. I can eat any type of food that I want (including ice cake and ice cream!) and have just the perfect amount for me, day after day. Eating food is now peaceful and full of joy. I make choices

that are satisfying and delicious. All while having the body of my dreams - - without killing myself at the gym anymore! Maybe the best part is that I have a life that no-longer revolves around food. I am obsession free! I travel more, enjoy hobbies I never dreamed of doing, love my career and have meaningful relationships. **I am living a life more fulfilling than I could have ever imagined.**

And that is why I have created this report. I want anyone who suffers to know that complete sanity (and even serenity) around food is completely possible. **Yes, including YOU.** Learning how to say yes and no to food in a way that is perfect for me has been a process for sure, but learning this way of relating to food has been the **greatest gift** I have ever given myself. **I learned to trust my hunger, my appetite and myself.**

As crazy as it may seem, our own bodies are far smarter than any computer, calculation or diet guru. Intrinsic regulatory mechanisms that govern food intake, weight and nourishment are more accurate than any externally imposed diet rules. In other words, our body's hunger and fullness signals tell us exactly when to start and stop eating (and even what to eat)- - if we actually **listen to, accept, trust** them and wisely **act** upon them. Furthermore, by learning how to trust your hunger – your body will become the healthiest, leanest, happiest – most comfortable version of itself!

So, in this report I review the top reasons people overeat – and the most powerful and effective ways to overcome them!

These overeating traps are:

1. **Getting too hungry**
2. **Not wanting to seem wasteful, rude or inappreciative**
3. **Making unsatisfying food choices**
4. **It tastes so good/I don't know when I will have it again**
5. **Using food to procrastinate**
6. **Didn't notice fullness**
7. **Using food as a reward**
8. **Using food to punish**
9. **Mixed and unclear of body/emotional signals**
10. **Lack of connection with self**

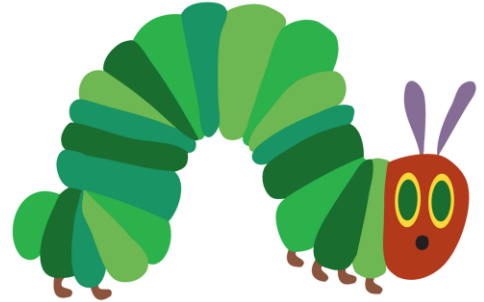
Read on to find out if you are making these same mistakes and discover my secrets to overcome them... forever...



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Why you overeat reason #1: Getting too hungry

Did you know, the body's natural response to excessive hunger is to overeat? That is, during periods of famine/starvation humans are wired to crave, be obsessed with, and overeat food. Even if starvation is self imposed! The more often we allow ourselves to go too many hours without eating and experience extreme hunger the more likely we are to be out of control with regard to food.



What to do about getting too hungry: Allow yourself to eat at your first sign of hunger. As you do this it may be helpful to keep in mind that hunger naturally occurs around every 2 to 4 hours (while you are awake) – once you go over 4-5 hours without eating you may be in the extreme hunger zone without even knowing it! Also, sometimes hunger may return even sooner than 2 hours if your meal/snack was very light. To eat at your first sign of hunger it helps to:

- Have meals or snacks easily accessible
- Check in with your body every few hours
- Ignore that little voice in your head that urges you to wait

Remember, once your stomach starts growling, your head starts hurting, if you are feeling shaky, faint or irritable – you are already experiencing extreme hunger!



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Why You Overeat Reason #2: Not wanting to seem wasteful, rude or inappreciative

For many cultures, including my own, feeding and eating is an expression of giving and receiving love. So it's no wonder why so many have associations with guilt when stopping at a comfortable level of fullness when there is still food to be eaten. Growing up, there may often be implicit or even explicit demands to eat more, clean your plate, and eat all that is offered to be good, earn dessert, make others happy or leave the dinner table in one piece. So no wonder you are forcing the food down.

What to do about not wanting to seem wasteful, rude or inappreciative: The good news is, as long as you are physically satisfied/full – continuing to eat is wasteful. There is no nutritional extra credit for force-feeding yourself. As for seeming rude, consider which is more rude:

- 1) Letting someone know you are not hungry and pushing beyond fullness is uncomfortable for you
or
- 2) Disregarding your own boundaries and pushing down food to make someone else happy (yes, being rude to yourself counts!).



And finally you can be appreciative and politely turn down food. To do this, let the loved one offering food know that you are not hungry and you will be happy to take a container of food so that can eat when you get hungry again – and you are more able to truly enjoy and appreciate it!

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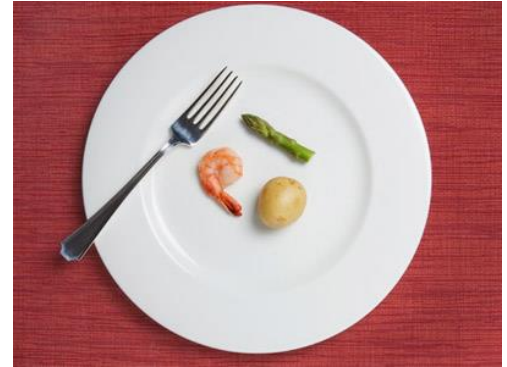
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Why You Overeat Reason # 3: Making unsatisfying food choices

There are several reasons why one would be unsatisfied with a food choice. The main issues include; eating an inadequate quantity of food, choosing nutritionally unbalanced meals or not taking your preferences into consideration when making a food choice.



What to do about unsatisfying food choices:

Practice getting in tune with what is satisfying for you. Are you eating enough food to realistically satisfy an adult's hunger? Are you eating REAL foods items or are you excessively relying on processed foods or diet/low calorie options? Are you including a variety of nutrients that your body needs to feel satiated (consider carbohydrates, protein, fat, fruits, vegetables, calcium sources, etc.)? What is it that you are craving? Something sweet, savory, salty, bitter, chewy, crunchy, warm, cold, etc. For those who have put many food items off limits, to eat what you are truly craving may mean you have to legalize food – all of it.

I know that for some re-introducing certain foods may sound crazy and like a down right dangerous thing to do (I know, I've been there). But doing this is one thing can be the missing part of what's keeping you from food freedom. If you are having a strong reaction to the concept of legalizing food, it may be helpful to consider working with a specialist like myself or another dietitian or therapist who's also an expert in concepts such as these – who can gently and safely guide you through this critical step. Your careful attunement to your preferences matter and play an important role in helping you feel satisfied. As you probably noticed, feeling satisfied is a crucial part of being able to stop at a comfortable level of fullness!



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Why You Overeat Reason #4: It tastes so good/I don't know when I will have it again

Whether a favorite meal, a special event, distant destination or pricy platter we sometimes justify overeating. We have thoughts that include; "it's my birthday", "I'm on vacation", "I paid good money for this buffet", or "I don't know when I will eat again so it's ok to overeat now". The truth is, overeating is always an option - after all - there are no real Food Police coming to put you in jail. However, overeating can be physically and emotionally uncomfortable. Moreover, consistently overeating could cause you to feel sluggish, regretful, bloated in your body and possibly cause excess weight gain.

What to do when it tastes so good/You don't know when you will have it again: I call this "special food syndrome" when the perceived specialness of the food overrides our actual enjoyment of it. Many may protest that they are enjoying the food even when they push beyond fullness. However, the truth is once we become satisfied our taste buds lose their sensitivity to flavor. It's not that we lose our sense of taste completely; it's just that the intensity of flavor is greatly diminished as we get full. Have you noticed the first bites of food are always the best and as you get satisfied your food starts to lose its flavor? What is happening here is the flavor of the food is staying the same, and it's your taste buds that lose some of their sensitivity to flavor, actually trying to help you stop eating. So you are more likely to enjoy the whole meal if you stop eating at a comfortable level of fullness and take the rest to go (and eat when you get hungry again)!

In other words, remind yourself that once you're full, the enjoyment of the meal decreases significantly. Another way to do this is to eat your meal mindfully so you can notice the flavor shift as it happens.



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Why You Overeat Reason #5: Using food to procrastinate

Continuing to eat to avoid the next task or event. You may remember doing this as a child to delay bedtime, or as a student to avoid homework/studying or as an adult to delay attending an event. Continuing to eat beyond fullness also postpones the grief we might feel that the meal is over. After all, the meal was probably delicious 😊 But for many, eating is the main way that we nurture ourselves, so sometimes letting go of this comforting space can be challenging.

What to do about using food to procrastinate: It's important to point out that continuous eating is an effective way to delay the next task AND it's not the only way. Practice asking yourself what other strategies may be available to postpone the next task at hand. Strategies that may or may not involve food such as

- having a cup of tea
- going for a walk
- leaving the room
- giving yourself time to just be, etc.

Also, it is wise to become clear and in tune with what your body may be telling you. You can do this by asking:



- Are you pushing yourself to do an unwanted activity?
- Are you being forceful with your time?
- Are you allowing yourself adequate opportunities to be relaxed, unstructured, soothed and nurtured – without food?
- Is there another need, besides eating you may not be addressing?

Asking yourself these questions is a powerful act of self-attunement and this may be just what you really need to feel satisfied!



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Why You Overeat Reason #6: Didn't Notice Fullness



Sometimes the eating momentum makes it easy to override our fullness signals. Especially when compounded by distractions that include the television, phone, reading, driving, computer, work, conversation - - I can go on and on. In addition, knowing what our fullness signals are, being able to attune to them and finally using them to guide behavior is a seemingly complicated task that no one really taught us. Do you remember learning hunger and fullness at school? I certainly don't!

How to notice fullness: Learning how to respond to your body's cues is an art that takes attention, patience, and practice. Just like driving. Especially if you are struggling with this concept, consider having some meals with minimal distraction. Speaking of distraction



- What are you doing now?
- Are you tuned in? Are you focused here and now?
- Are you distracted, multitasking or thinking about something else?
- How is the way you are reading this right now serve as a metaphor for the way that you eat? The way that you take care of yourself? Or even the way that you show up in the world?

This does not mean every meal needs to be eaten in quiet solitude. But it does suggest having some of your meals in an environment that makes it easy to tune in with your taste buds and your body. This can help you enjoy your meal, feel your satisfaction and stop eating. This may sound hard, but with attention, patience and practice – it can become second nature. Just like driving.



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Reason Why You Overeat #7: Using food as a Reward

Many of us have fond childhood experiences in the classroom where pizza parties, goldfish crackers and candies were used as rewards for good behavior, attendance, etc. No wonder why after a long day or difficult task we expect a reward – we learned this at school!! Not to mention, a similar tactic may have been used at home by parents and caregivers. As a result, many use food to as a special treat after a challenging day or task. This could be problematic if such days and tasks are plentiful and if eating is the only reward offered.



What to do about using food as a reward:

The truth is: you do deserve a reward. In fact, you deserve several rewards through out the day. In addition: you do need to eat. In fact you need to eat several times a day. And so if you choose to reward yourself with food be mindful to do so when you are physically hungry – that way you will enjoy it the most.

If you are not hungry consider some non-food ways to reward yourself. Like time to read your book, watching a movie, time on Facebook, a call to your friend, a mani/pedi, or my favorite; extra time to do nothing at all, or my double favorite - - a new fun accessory. It may be helpful to remind yourself that feeling uncomfortably full is hardly a way to celebrate. Experimenting with rewards that are not food, may take some trial and error. Turns out not everyone likes trendy bangles.



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Reason Why You Overeat #8: Using food as punishment

It can be very challenging to experience feelings such as anger, shame, guilt or regret. So it is understandable why many avoid such uncomfortable feelings and want to rid themselves from these sensations, pronto. Eating too much food works for many reasons, in that it can be painful to overeat – which can be a fitting punishment for whatever ‘transgression’ committed.

Also, the contempt we may feel towards ourselves after overeating may be more familiar and ‘solvable’ than what’s really bothering us (for example some people may exercise to burn off the food or plan to restrict to ‘make up’ for over eating) so over eating can actually serve as an effective distraction from what may be really bothering us.

What to do about using food as punishment: See it for what it is! So



next time you are feeling angry, ashamed, guilty or regretful for over eating, ask yourself: What else can be going on that may be contributing to you feeling angry, ashamed, guilty or regretful? If a part of you may be feeling like you are letting yourself be too easy on yourself - - bingo!! There is

definitely some harshness in there that would be crucial to uncover!

Why should you be kind to yourself? Remember when I mentioned that eating is an effective way to nurture yourself – well being kind to yourself is another (and being kind to yourself doesn’t require extra food). In fact, punishing yourself in anyway actually increases the chances of you overeating in the future!!

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Reason Why You Overeat #9: Mixed Signals

We may eat for many reasons other than hunger including:

- Boredom/excitement
- Avoiding/distracting/numbing
- Tiredness/fatigue
- Pain or discomfort
- The sensation of fullness



How to separate signals: For many, eating has become a catch all for whatever is up for us right now. That is, we have several needs: hunger, thirst, entertainment, sensuality, autonomy, intimacy, nurturing, rest, spirituality, sense of accomplishment, self-expression etc. Many of us may use food as a response to all of this. So a way to move through this is... drumroll... to **accept and anticipate** your several and varied needs. Yup. That's it.

Does this make you uncomfortable? Having needs? Good, this means you are in the right place! Ignoring your needs is not the same as not having needs – so you might as well be honest with yourself! It may be helpful to write them out – because as you anticipate your needs – you can uncross the wires and address them - - without using food!

Some additional guidance can come if you ask yourself:

- What are you avoiding?
- What truths do you need to face?
- What choices do you need to make?
- What conversations do you need to have?
- What boundaries do you need to define/enforce?
- What needs do you need to meet?
- What feelings do you need to feel?

A short-cut is to ask yourself: **What am I hoping the food will do for me?**



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Reason why you overeat #10: Only you know

That's right! Nobody has your answers, your insight and your first hand experience of what it's like to be YOU!!

How does that feel to be empowered to be your own expert? Scary, weird, like you can't? Like you are not ready?

Now what if I told you, you can't skip this important step? In fact, creating you own narrative is a required part of making peace with food and your body. In other words, listening to yourself, trusting in your own perspective and living from your appetite for life is where the magic happens.

It's time to become the guru of your own truth. Think about it, you have already come so far – and seen so much.

What answers are within you?
How do you find these answers?
How do you live from them?

Here is where our journey together begins...



By now, I hope you grasp that overeating is never arbitrary or random. It's not because something is wrong with you, that you are bad or stupid. In fact, using food in this way is a very evolved and effective way to deal. Although it may not seem like it – it's a form of self-love – that works on some levels. And there is something that works even better! And we will uncover this together.

And now that you are here – reading this report and asking yourself tough questions and getting real, means you are ready to transform this area of your life. And I am here to help. Thank you for letting me be a part of your journey. Let the fun begin!



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