

Controlling
&
understanding
your
cravings
'guide'



Where do cravings come from?

- 1** Nutritional deficiencies - Cravings for certain foods can stem from a lack of consumption of specific nutrients into the body! For example, when you're craving chocolate, it may be a sign that you are deficient in Magnesium (no you're not deficient in chocolate). Also, poor digestion and gut health play an important role in nutrient deficiency as well. If your gut is not in proper health, including containing the correct bacteria ratios, how can it possibly absorb and break down the nutrients from the foods you're consuming?! Also if you have a higher ration of bad gut bug, firmicutes, in your gut -they **love** sugar so induce sweet cravings.
- 2** Hormonal issues - Cravings for specific foods can also indicate hormonal imbalances. For example, if you are cravings carbohydrates, that is a pretty good indicator that your blood sugar and insulin levels are fluctuating, and they are sending you signals to consume sugar to balance themselves out! Many things can contribute to hormonal imbalances, but lack of sleep, stress and poor gut health are three factors that play very important roles. Oh and lets not forget PMS too!

*Start controlling those cravings? -
ask yourself these questions*

- 1** Am I thirsty? - Many times, our 'hunger' is not actually hunger! We are simply dehydrated! When facing a craving, the first step you want to take is to drink 500-1000 mls of water or plain tea, even if you don't **think** you're thirsty and then wait 10 minutes. There is a very good chance that your craving will subside! I cannot tell you how many times I have thought raiding the kitchen cupboard before going up to bed. But I decide to drink glass of water or my evening tea. And before I know it, the craving subsides.
- 2** Am I bored? - Food is entertainment! When you're sitting there, watching TV, you're extremely likely to have cravings take over your mind! Get yourself busy! Read a book, work on a craft, or better yet... **GET MOVING!** Did you know that aerobic exercise (like swimming, biking, and walking) can suppress Ghrelin, your hunger hormone, while increasing levels of Leptin and peptide YY, the hormones that promote satiety. So get up and move - you will be helping to suppress appetite, control cravings and curb hunger!



*Start controlling those cravings? -
ask yourself these questions*

- 3** Am I tired? - Lack of quality sleep decreases your body's appetite-suppressing hormone Leptin and increases your body's appetite-stimulating hormone Ghrelin. Ever noticed how you seem to be more ravenous when you didn't sleep well the night before? That's not a coincidence! If you're having trouble getting good **quality** sleep, there is a good chance that your stress levels are too high and keeping you from hitting R.E.M sleep or that deep repairative cycle! You cannot simply rely on Melatonin, sleep aids or alcohol to help get you a good night's sleep! This is where having your morning and evening routines in check as well as providing your body with some nice antioxidants and adaptogens is important. When your brain is tired too - it will, unknowingly to you, send you scavaging for sugar because glucose is its preferred source of fast energy. You also struggle to make good strong decisions because you are too tired and when we are tired we tend to care less. 'I'll start again tomorrow' or 'I'll fast longer tomorrow' or 'I'm too tired for a walk this evening', sound familiar?



And if all that fails.....

We can do some smart swaps! This is where we can swap our regular craving foods, for smarter foods.

Common Sweet Choices: Candy, Chocolate, Ice Cream, Soda, Cookies, Cupcakes, bread and other baked goods.

Suggested Sweet Alternatives: Lara Bar, Dark chocolate, Heavenly organics mint patties, Organic Berries with whipped cream, Homemade Trail Mix, Sweet and spicy nuts, Homemade granola bars, Homemade ice cream, Fat bombs, Quinoa brittle, Zevia, turmeric cinnamon tea.

Common Salty Choices: Potato Chips, Tortilla Chips, Nacho Cheese chips, Pretzels, Goldfish, Cheezies, French Fries, Popcorn, Pizza.

Suggested Salty Alternatives: Pickles, Olives, Kale chips, Living Intentions Sprouted Jalapeno seeds, Que Pasa twist of lime chips and salsa, Green peppers and Guacamole, Buddha avocado or coconut oil organic popcorn, Bone broth, Que Pasa nacho cheese chips, 2 tbsp organic peanut butter, 1 serving lightly-salted Almonds or Pistachios, Whisps, Boulder Canyon avocado chips.

At the end of the day, remember your goals! xo