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Why We Eat...and why we keep eating: breaking your food addiction (Volume 1)

Mr. Jeffry Weiss

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Why We Eat...and why we keep eating: breaking your food addiction (Volume 1) Mr. Jeffry Weiss Until now, no one has been able to tell you why weight loss programs do not work. Why you can lose weight at first, but then becomes impossible to keep it off. Why 95% of us who go on a diet fail, and over 50% actually weigh more at the end of a program than they did at the beginning. Well, after forty years of research, I have found the answer. This is the first book of a new generation. All previous diet / nutrition books are now obsolete. And here's why . . . The reason you cannot stop eating is because specific foods trigger the release of endorphins. Endorphins are biochemicals in the body that are hundreds of times stronger than morphine or opiates. Endorphins relieve pain, depression and anxiety, balance our moods, and bring on a sense of euphoria. Decades of research have confirmed that there are five behaviors that trigger endorphin release. These are: 1 - Eating 2 - Exercise 3 – Shared Compassion, Love, Camaraderie 4 - Adaptation To New Situations 5 - Interaction With Enriched Environments The joy and satisfaction we derive from a hug, a workout in the gym, a walk in nature, a good meal, taking on a new hobby, or sharing intimately with a friend or loved one are all produced by endorphins. The purveyors of magic elixirs, severely restricted calorie diets, blood type diets, low-carb diets, high-protein diets have no clue as to why people eat or how to end that addiction. Their advice and findings are based on faulty logic and limited research. Why we Eat . . . and why we keep eating: breaking your food addiction explains precisely why we eat what we eat. In addition, it provides specific, workable regimes on how to combat obsessive eating. The book does not simply tell its readers to eat less red meat, eat more vegetables, and exercise more. It provides real options – ones that readers can integrate into their lives seamlessly and immediately. Why we Eat . . . and why we keep eating: breaking your food addiction offers a depth and diversity of choices to its readers. Any program that attempts to be successful must begin not from where the writer is, but from where the reader is! By following the recommendations in this book, you will not only lose weight and forever keep it off, but reduce your risk of all major diseases – including heart disease, diabetes, cancer, and autoimmune diseases. You will be less prone to depression and if you do find yourself in that state, you will be able to quickly extricate yourself. You will not only live longer, but live better – with greater physical energy and mental clarity. Dreams stored away will begin to become a reality. Make no mistake, this book can and will change your life . . . forever!

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