

14 Easy strategies to overcome cravings



Cravings are 1 of my favourite topics. So many women in the western society struggle with them.

We are exposed to aromas, pictures, ads, tempting packaging on the food shelves, suggesting that you need particular food to 'feel better'. Food industry manufacturers hire scientists to create the right 'comfort spot'. This 'comfort spot' makes the consumer buy more and more sweets, crisps, doughnuts, etc.

I bet your grandma didn't really have cravings for sweets or crisps.

Cravings can be caused by Nutrient or Emotional deficiencies.

If you are Magnesium or Zink deficient, it may be not you, but your body - crying out loud. We all have heard about Magnesium (cacao, chocolate, magnesium supplements). Zink though, is often overlooked. Low immunity, hair loss, weak brittle nails, decreased alertness, depression, etc. might be signs of Zink deficiency. Check with your GP if you think this might be the case. Or add to your menu salmon, garlic, pumpkin seed, greens, legumes etc.

Right, what we can do to get rid of cravings, especially for sweets:

1. **Balancing blood sugar levels throughout the day.** Starting your day right – with a good breakfast, preferably savoury. When you start your day with something sweet or made of

refined flour (think of cake and alike), sweet granola, etc. you are jumping on the roller coaster for Insulin peaks and drops during the whole day. It's very likely that you'll reach out for a coffee, or 2, and something not very healthy at some point. On top of that you will probably feel guilty afterwards.

2. **Avoid refined flour and sugar** – think of conventional pasta, pizza, bread, ready meals and sauces, fizzy drinks, desserts etc. They all raise your Insulin levels drastically, followed by crashes – we then need to eat, often urgently something sweet again.
3. **If chocolate is your sin**, you could probably get some **dark chocolate** – you'd eat less and it's healthier than the milk one. Try to gradually decrease the amount you eat, (almost like quitting smoking, haha) and alternate with of fruit or a piece of a healthy bar – from those with 3-4 ingredients max and no sugar or corn syrup in the list.
4. If you happen to eat something sweet – **enjoy it**. Yes, I mean it.

Don't shove it in your mouth trying to pretend that it didn't happen. Or if nobody sees you, it wasn't you ☺ No – eat it and enjoy it as slooooooowly as possible. Well, aim for a smaller portion once in a while. Actually, if let say ice cream is your weakness, fine. (unless you are diabetic, or have other health condition that prevents you from eating ice cream). If you decide that you are going to eat ice cream here and there, you'd feel so much more relaxed around the whole idea. The chances are that you will eat less and your body will metabolise it better. Rather than feeling guilty every time you see ice cream. It's about liberation and knowing that's ok.

5. Eating **healthy balanced healthy meals** – ideally, you shouldn't be hungry for 4-5 hours between meals, neither feeling sleepy after lunch, (again pastas, pizzas or junk food makes us sleepy). **PFF** is what you'd need to have with each meal – healthy **Protein, Fat and Fibre**. The fat in the 'Low Fat' products is replaced with.... Sugar of course.



6. **Not skipping a meal. Big GAPS** between meals make you tired, even irrational at times –your brain starts playing pictures of foods you know are not making you any favour.
7. **Nutrient deficiency** –if your cells are not fed properly, even soon after you have eaten, you'd feel like you want to eat more or have a dessert. Simply because your cells need the right

nutrients. I call pasta, (not the toping), zero nutrient food. Rather addictive too – School-age kids favourite. Simply stay away from processed food too and aim for fresh nutritious home cooked meals most of the time. Again think of healthy PFF, incl. a lot of fresh vegetables with every meal.

8. **Thinking about what happens inside your body** when you eat let's say a cupcake. It really puts me off – the whole idea with the sugary floury base and the fat/sweet topping. Brrrr. I imagine how it clogs my blood vessels with fat. No, thank you!
9. **Sleep.** So many people nowadays are sleep deprived. Even 1 hour more sleep will make a big difference. Try it. And then tell me how you felt. When you haven't slept enough you are tired and often craving all the wrong stuff 😊
10. **Planning, planning, planning.**
If you have a **written** plan from the day before, you won't be caught by tiredness or lack of ideas what to cook/eat. When you have written down all your meals for the day, it's very likely that you have included healthy meals and you won't be looking for last minute solutions - They often are 'comforting' food – takeaways, pasta, pizzas, ready meals, etc. and high in sugar. (Refined flour and beige food are converted into sugar in our bodies).
11. **Have fresh fruits and vegetables on display.** If you feel like you need something sweet – drink a glass of water first and/or get busy with something nice. Then if you still haven't forgotten about that bar of chocolate and it's drilling a hole in your brain eat an apple, or banana, or grape, whatever fruit you have around. Remember – the blood sugar and the insulin we were talking about. Give your body the so needed sweet. But let's this be a FRUIT.



12. **Keep a small box of nuts/seeds in the car** or in your bag. Or a crunchy **apple**. Or a healthy snack bar. For emergencies. Don't forget to refill it too 😊
13. Now, we came to the **emotional triggers** of the cravings. Sugar is highly addictive – recent studies found that it's **more addictive than cocaine**. Really. And it's legal!

Why is it so addictive? Because of the hormone dopamine. The so called 'Happy hormone'. The more you have, the more your brain demands. And before you know your threshold for pleasure gets to the sky. You can come to the point that even after a whole box of chocolates you still feel miserable. (Well, what's the point of eating it then 😊) I bet it wasn't that bad before. But now you feel like 'you can kill' for a piece of chocolate or a cake.

What's the solution – now that's the good part.

Pour yourself a glass of wine, a cup of tea, whatever you fancy. Sit comfortably and write down all the things that make you feel well – chat with a good friend, do yoga, lit the candles, have a warm bath, watch a funny movie, read a book, dance, have a good time with your partner....Leave some room for new ideas.

Now stick this list on your fridge or cupboard door. Whenever you feel like you are a bit down and crave something just pick 1 thing. From the list, not from the fridge 😊

14. **'The reward thinking'**. Have you caught yourself thinking – Oh, I did this and that, now I deserve something nice to nibble on. Not because you are hungry, just because you associate it with pleasure. Well, food is to feed us, not to be regarded as a reward. Again – the food industry with all the crazy ads, additives, and brainwashing strategies have a huuuuuge contribution to this type of thinking. It's a multibillion \$/£ industry. Ok, refer to the list on the fridge 😊 You are smarter than them.

Just make yourself a nice hot chocolate (oat milk is very comforting – blend oats and water, easy peasy). Add some cinnamon or vanilla. And smile. Hihi 😊



The good news is - It takes about 21 days to get rid of your craving habits.

Get a pen and piece of paper and **make your plan** – where you're going to start from, which ideas you're going to implement first.

If I can give one general advice – it would be – **don't try to resist or fight your cravings. Try to understand them**, what are you craving actually – a company, a hug, more support from family and colleagues, a break or more fresh and nutritious food. And go for it. The sweets won't resolve the problem – they will only add guilt and inches to your bum.

I have other easy strategies and ideas to overcome cravings. Cravings are one of the very interesting topics we discuss in my Health and Weight transformation programs. [You can check it here](#). The Program will set you FREE from the cravings and the extra weight. Most importantly

you will be a lot healthier, have tons of energy, room for creativity and new positive things in your life.

Hugs,
Vessie

www.healthyandconfident.co.uk

