

FOOD FREEDOM: HOW TO OVERCOME FOOD CRAVINGS & STOP OVEREATING

LESSON 3 HIGH ENERGY MASTERCLASS

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FOOD FREEDOM: HOW TO OVERCOME FOOD CRAVINGS & STOP OVEREATING

Any guess what the 2 billion obese people are addicted of?

It is not cigarettes.

It is not alcohol either.

No, not coffee.

Not cocaine and heroine either.

It is food.

Now to be clear, it is NOT the actual real food.

It is the **artificial factory made “food like substances”** that they are addicted of, made of refined & processed powders.

White Sugar & Flour topping the list among it, something we discussed In Lesson 1.

Now in this lesson no. 3, I am going to share **7 different types of eating**. Then I will share with you **3 step strategy to tame food cravings & stop overeating**.

Alright let's discuss, 7 different types of eating first.

First type of eating is eating for Dehydration.

When does it happen? When your body is dehydrated.

Majority of the people eat concentrated foods from which water, fibre and nutrients have been taken out, because these are the foods which are heavily marketed.

So when you eat salty, sugary, processed food, the body does not get water from the food and hence it gives a signal to the brain.

To avoid this eating, you should keep your body hydrated and drink sufficient amount of water. If you feel hungry especially during the snacking time of afternoon 4 PM, drink couple of glass of water and it will subside.

Stay hydrated and ensure your urine is not dark yellow anytime.

Second type of eating is eating for Empty stomach.

When does this happen? When you just wake up in the morning or sometimes when you are deeply involved in your work and suddenly you realize you have not eaten anything for some time.

This is just a physical sensation. You need to examine the feeling and drink water. And it will go.

Third type of eating is eating for Variety.

When does this happen? When you are bored of having the same food.

This is for your taste buds. When you want to order food for your friend and he says – “No no , I had Chinese only yesterday from swiggy. Today I want to have dosa.”

Fourth type of eating is eating for low blood sugar.

When does this happen? Your brain runs exclusively on glucose.

Yes, it does not run on fat as a fuel.

So majorly it happens for people who are trying No sugar diet or a fat burning keto diet where the brain is deprived of its fuel.

(Should we give the brain its food? If yes, then what kind of sugar is right for the brain? That’s a detailed topic to be addressed separately)

You get angry and depressed.

And then you want to eat because brain wants to function.

Fifth type of eating is emotional eating.

When does this happen? Almost every day.

This is the most notorious eating.

When you had a tough day, when you feel deprived of love and support, then you reach out to the cookie, to the ladoos or to the pakodas which your mom used to make because in your mind, it is anchored as mother's love.

Sometimes this also takes form of mindless eating, like you are eating popcorn while watching TV.

You are not mindful of your eating, you are watching TV and the popcorn or chips packet just fly off the shelves.

Sixth type of eating is eating for nutritional needs.

When does this happen? You had a perfect fine meal, your stomach is full.

Still in the night, you are searching in the refrigerator.

Has it happened?

Do you know why it happens?

We have appestat - the region of the hypothalamus of the brain which is believed to control a person's appetite for food.

When we are eating food which is high in calorie but zero in nutrition, appestat goes and rings the alarm for food.

We eat more but the food is devoid of nutrition.

So the appestat is never satisfied.

This is also one of the primary reason , food marketing companies sell us sugary , processed , empty calorie foods because they are high in calories , 0 in nutrition and highly addictive . So we eat and buy more & more. Remember? No one can eat just one.

Seventh type of eating is eating for real hunger.

This is the only time you need to eat.

And you need to eat a high fibre, high nutrition packed food which the body needs for functioning well.

In fact you should never go hungry and for that, you need to identify the real hunger.

Now let's jump to **3 step strategy to tame food cravings.**

Are you ready?

First, we need to understand our Food hero and food villain.

Yes, we always have 2 aspects of our personality.

That little voice in our head which always prevent us doing bad things.

Have you heard the story of Dr. Jekyll and Mr. Hyde?

It's a novel written in 1886 by the name of – Strange case of Dr Jekyll and Mr Hyde. Jekyll is a kind and respected English doctor who has repressed evil urges inside of him.^[1]

In an attempt to hide this, he develops a type of serum that he believes will effectively mask his dark side.

Instead, Jekyll transforms into Edward Hyde, the physical and mental manifestation of his evil personality.^[2]

This process happens more regularly until Jekyll becomes unable to control when the transformations occur.

Jekyll is your food hero and hyde is your food villain, physical and mental manifestation of your evil personality.

Jekyll is the hero which tells you, eat cucumber, it is good for you.

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Hyde is the villain which first make a strange sound in your head – psssss psssss , , there is always an entry sound for hyde first and then he comes and he just dictates - “ No way I am going to eat this filthy cucumber .I need this French fry now. And I need the chips. And after that, I also need a double dip extra-large chocolate ice-cream.”

If you observe carefully, you will be able to spot your Jekyll and hyde.

You can even hear the conversation.

If you are unable to see your jakyll and hyde or your food hero and food villain, may be the hyde has become so strong that jakyll has gone numb.

Just observe the dialogue.

And when your food villain is constantly fuelled by food marketing and the addictive power of sugar and flour, it turns into a wave, a tide of craving.

Can you fight a wave?

You can't and hence you don't.

You go into a watching mode and just observe it coming to you.

You separate it out from you .You detach it.

Then you move and get up. You change the place.

You separate the energy.

You get up and you drink a glass of water.

Or take 1 minute of diaphragm breathing.

Or phone a friend.

Or take a walk.

And you will see the wave going down. It is a matter of few minutes.

Now the Second strategy, Identify which type of eating craving is this.

Is it dehydration or empty stomach sensation or variety or low blood sugar or nutrition?

All of those can be addressed.

The **most notorious is emotional eating** and it comes in various ways.

First, let's imagine you are craving chocolate, so you order a chocolate cake.

Til the time, the cake does not come, you are like, ok, I am waiting.

But the moment it comes and gets delivered, you are lit up.

And once you have opened the box, you can see it and your mood is already lifted.

Observe, you have not taken any bite yet but your mood is already lifted, you are already happy.

It's not the actual cake, but your decision to eat the cake is what has elevated your mood.

And then you take a first bite and you enjoy it to the core but afterwards, **from the second bite onwards, it is just mechanical.**

You do not get that much enjoyment in the subsequent bites but you anyways finish it.

And the same thing is applicable if you are craving pizza or garlic bread.

The moment you decide to eat your favorite food, you feel good.

Remember, it's your decision to eat food that elevates your mood, not the food itself.

Now, what happens after 1 hour of eating that cake, pizza or garlic bread?

Do you still feel good or you feel heavy and bloated.

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What happens after 2 hours?

3 hours?

The next morning?

After you did binge eating at night?

Do you feel light, alert and energetic or do you feel terrible?

If you can elongate the food timeframe, you will see the whole movie how it all happens.

You are craving for that substance (ya , let's not call it food),

Then you take the decision to eat it.

Then your brain releases dopamine & serotonin due to which you feel good.

Then you take the first byte, you enjoy this, dopamine is released,

Then from the second byte onwards, it is mostly mechanical,

You do not get that much enjoyment in comparison and sometimes if the portion is big, you finish it off thinking let it not go waste.

Then this substance reaches your body, your blood stream, devoid of any nutrition and carrying empty calories with lots of food chemicals.

Your cells were expecting some nutrition but what they get is plain garbage with lots of chemical shit so they revolt, your body revolt and after some time, you feel horrible.

This is the whole movie.

When you understand the full consequence, you will find that getting dopamine & serotonin release is the only time you feel good which happens 2 times – when you decide and when you take first byte.

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Which means **you could get the same dopamine released by doing other non-food things which you love and which can give you the same emotions.**

Like calling up your best friend, going for a walk or doing a simple meditation.

Third strategy, If you have very high levels of cravings i.e. Sugar cravings or food addictions, apply EFT.

EFT stands for Emotional Freedom techniques.

EFT works well on all type of fears, panic attacks, anxiety, stress, pain and addictions including food addictions.

It is a science which has brought immediate reliefs to patients in PTSD, Soldiers who went to Vietnam War and could not sleep properly despite heavily administered drugs because they had to shoot kids and women.

EFT healed them in minutes and there have been thousands of case studies in this.

How does EFT work?

EFT believes that the cause of ALL negative emotions is a disruption in the body's energy system.

This includes fears, phobias, addictions, cravings, anger, grief, anxiety, depression, traumatic memories, PTSD, worry, guilt and all limiting emotions in sports, business and the performing arts.

That's a comprehensive list and covers just about every restrictive emotion we can experience.

Differently stated, this means that all these negative emotions have the same cause....an electrical "zzzzzt" in the body.

It also means...**they can all be relieved in a similar manner.**

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How do we do EFT?

We first check our emotional intensity about a matter or a thing on a scale of 1 to 10 by asking questions.

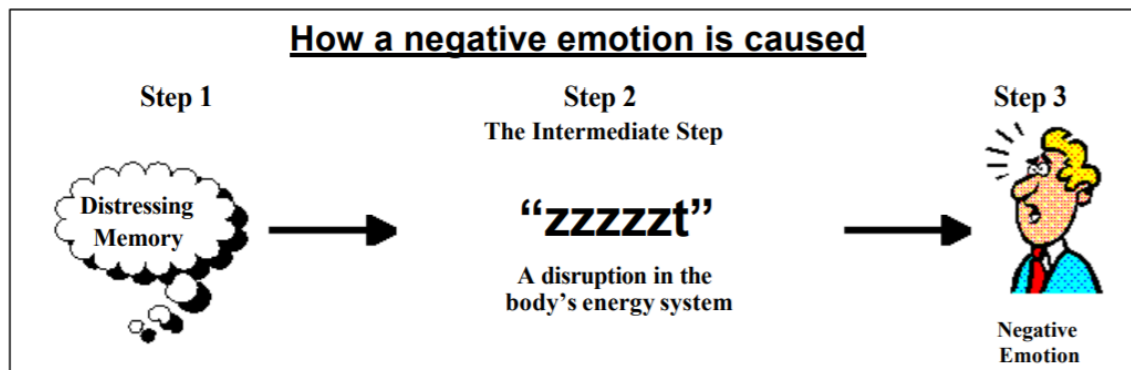
Then we reduce the emotional intensity until it becomes 0 using tapping to remove the disruption in body's energy system.

It works fabulously well on Cravings and addictions.

I even have an [EFT manual download for you here.](#)

If you think you have got food addictions & cravings, sugar addictions, chocolate addictions, you will get help from EFT.

You can eliminate any cravings or addictions in minutes.



Of course like any alternate healing practice, naysayers and critics say that EFT is just a placebo mind trick.

But I could not care less.

Whether it is a placebo or a science, does not matter as long as it brings results.

EFT has worked on millions of people worldwide. And that is enough for me and I guess that should be enough for you.

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Hope you enjoyed this lesson and learned about **7 different types of eating and 3 step strategy to tame food cravings & stop overeating.**

There are many students who have got rid of their sugar addictions, food cravings and achieved food freedom to claim their wellness, weight loss and vitality.

Here are just a few examples:

“After a vicious cycle of going to doctors and trying all Ayurveda, Homeopathic and Allopathic treatments, finally my wife got her digestive issues fixed naturally with food without any more pills or drugs with Vineet’s 1 consultation. I cannot thank him enough!”

Ajay Dubey

“Just 1 consultation with Vineet became a catalyst of kick starting wellness transformation in my life! I lost 8 Kg, managed my ailments naturally and my energy levels are all time high! I cannot recommend it enough.”

Ankita Sachdeva

“Food is really medicine if used properly. I have greatly benefitted from Vineet’s book and his teachings. I recommend Vineet’s program as a must for any professional currently struggling with wellness, weight loss or vitality in his life.”

Kamal Mohapatra

“It is just not Vineet’s phenomenal knowledge which stands out . What also stands out clearly is his integrity, commitment and care for his students.”

Saurabh Gupta

Your next and final lesson is all about **getting you started on High Energy Life.**

This is the stuff to think before you start your journey.

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It's a Hero's journey ...I will share **12 Life rewards** awaiting for you on the other side.

I will also share with you **5 Enemies ready to derail you** in the hero's journey.

It is crucial for you to know who those 5 enemies are so that you can prepare against them well in advance.

For those of you who want to have deeper learning and handholding, I will have a good news as well. I will open up registration for my HIGH ENERGY EXPERINCE, a 10 week implementation program where I will guide & handhold the students to get the results they have been seeking , whether it is weight loss or food freedom or improved energy & well-being.

But before that, It is important for me to know what does a High Energy life mean to you?

If you were in your best health & energy level today like your youth, how would your life get changed?

How it will impact your **Self-Image or self-love, your Love relationship, your Parenting, your Money & financial success** and your **Spirituality**.

Are you fascinated by what all it can do in your life?

How would that life look like?

How would that life feel like?

What kind of possibilities it opens up for you?

Talk to you soon.

Vineet