

Notebook Export

AC: The Power of Appetite Correction

Herring, Bert

The Starting Line

Highlight(yellow) - Page 2 · Location 75

No, surplus fat is not the problem in need of correction. Surplus fat is a condition you'd like to correct. The underlying problem that needs to be fixed is the cause of the surplus fat. The cause and the condition are not the same thing. Correcting the condition (surplus fat) will not remove the cause. As long as the cause remains, even if you manage to correct the condition, the surplus fat will return.

Highlight(yellow) - Page 4 · Location 101

When you're undereating, you're taking in less food (external fuel) than your body needs, so your body uses the fat (internal fuel) it has stored. During this time, your body "eats" the fat stored on your body. Your body still has access to all of the fuel it needs, so it's not starving. Because it's using internal fuel, only part of the fuel it needs is supplied by eating food.

Highlight(yellow) - Page 4 · Location 104

be, the cause of the problem (overeating) and the condition to be corrected (surplus fat) differ only in quantity. All who have surplus fat have this in common: You are the only driver for your body/ vehicle. You know best when your body feels right. In the same way that you decided when you had too much fat, you also get to decide when you don't! It doesn't take a table, calculator or machine to determine that.

Highlight(yellow) - Page 5 · Location 127

will be your personal, customized AC lifestyle: a set of choices, habits and activities that works for you and works with your body rather than against it.

Monetizing Misfortune

Highlight(yellow) - Page 8 · Location 145

fat? Many people employ a variety of techniques to manage surplus fat,

including dieting, drugs, surgery, shapewear, vertical stripes or running on treadmills just to burn off excess calorie intake. These techniques may, for some, successfully prevent, remove or hide surplus fat, but at what cost?

Highlight(yellow) - Page 8 · Location 147

Take a moment to consider this: How much sense does it make to spend money for access to a treadmill so we can run miles just to burn off calories that we also paid for in the form of food? Wouldn't it be better to cut out the excess food intake, and with it, cut the need for treadmill mileage? Why don't we just stop eating excess food?

Highlight(yellow) - Page 8 · Location 157

The surplus fat itself: The fat stores become excessive because food absorbed from the gut after eating is not needed for fuel by other tissues.

Highlight(yellow) - Page 10 · Location 159

Too much fat storage is caused by too much

Highlight(yellow) - Page 10 · Location 159

food entering the gut, and that comes from overeating.

Highlight(yellow) - Page 10 · Location 164

lean without an ongoing battle of willpower. People encumbered by surplus fat know they eat more than their body needs. They fight to eat less every day and the outcome of the battle is clear: they lose the battle and gain fat.

Highlight(yellow) - Page 10 · Location 172

Why does your preference to eat less fail to keep you from eating? 2. What is it that you're fighting when you lose this willpower battle?

Infoclutter

Highlight(yellow) - Page 12 · Location 196

the same team? It may seem unlikely, but it's true! If you look at the list of those who benefit from you gaining fat and staying fat, it's easy to see why there's a lot of interest in helping you get rid of some fat, but not much interest in your success or addressing the root cause. If you were able to address the root cause and the condition on your own, you wouldn't need anything from anyone in the first list!

Highlight(yellow) - Page 13 · Location 207

Desperados make their own rules,

Humans vs. Other Animals

Highlight(yellow) - Page 18 · Location 249

Appetite is the drive to eat, which is generated by the appetite center of the brain. Appetite is one of the many functions maintained by the body's autopilot system.

Highlight(yellow) - Page 18 · Location 251

Appetite is as primitive and controlling a drive as the urge to breathe, sleep or have sex. You have about as much control of your appetite as you do your temperature or your heart rate. Appetite is not the same

Highlight(yellow) - Page 18 · Location 252

as somatic hunger, which is a sensation you feel in your belly, or limbic hunger, which is the drive to continue eating until full once you start eating.

Highlight(yellow) - Page 18 · Location 259

The ability of an animal's appetite center to push up the drive to eat when fat stores are low and drop it when fat stores are abundant resembles a thermostat, so the appetite center is often called the appestat.

Highlight(yellow) - Page 18 · Location 261

(1) the drive to eat overwhelms conscious choice to the contrary and (2) the human drive to overeat persists in spite of the presence of surplus fat. Here's the explanation behind the first problem.

Highlight(yellow) - Page 20 · Location 275

By avoiding eating entirely, a hunger striker keeps the appestat from having the opportunity to take control of eating behavior.

Highlight(yellow) - Page 21 · Location 290

Humans eat on a schedule whether hungry or not, many times per day; food is often presented/ consumed regardless of hunger.

Highlight(yellow) - Page 21 · Location 291

Other animals don't have fixed schedules, but may

Highlight(yellow) - Page 21 · Location 291

eat on a loose daily rhythm. Animals eating on schedules in captivity (pets and zoo animals) are at risk for overfeeding and may become obese.

Highlight(yellow) - Page 21 · Location 294

Humans package, cook or modify most foods. Other animals don't eat cooked food,

Highlight(yellow) - Page 22 · Location 305

Other animals must tear, bite, gnaw and chew raw foods with no tools, slowing eating and digestion.

Highlight(yellow) - Page 22 · Location 307

Humans add salt, preservatives, flavorings, fragrances and other enhancers to food. Other animals' use of flavor enhancers, salt shakers, flavorings, fragrances and preservatives has not been reported.

Highlight(yellow) - Page 22 · Location 311

Humans encourage others to eat in most social situations. Other animals rarely encourage others to eat no matter what the occasion may

Highlight(yellow) - Page 22 · Location 320

Other animals eat no sugar or very little sugar, and most eat very little starch. Those eating sugars tend to be very active (hummingbirds) or eat sugars only occasionally (bears).

Highlight(yellow) - Page 24 · Location 327

Other animals do not purchase 30 + ounce lattes

Highlight(yellow) - Page 24 · Location 328

32-ounce portions of sugar water (a.k.a. soft drinks and sports drinks).

Highlight(yellow) - Page 24 · Location 332

Other animals thrive on a sun-based day/ night cycle with seasonal variation and display little interest in acquiring clocks or setting alarms.

The Key Differences

Highlight(yellow) - Page 25 · Location 344

That may sound like a lot, but it means the typical fat-gainer has an average daily surplus of only 20 calories.

Terms

Highlight(yellow) - Page 28 · Location 393

In this book and in the general scientific sense, a diet isn't just eating to lose

weight-your diet is whatever you're eating. It's not what you plan to eat, but what you really eat. Everyone has a diet unless they're on a long-term fast, and that fast is going to end-one way or another.

Highlight(yellow) - Page 29 · Location 398

Because the usual way of eating reliably causes fat gain,

Highlight(yellow) - Page 29 · Location 411

The 3MAD schedule is a contrast to ancient Rome, where one who ate more than one meal a day was deemed a glutton. 3MAD was not created as a scientifically-tested optimal eating schedule for humans-it was created through a vicious cycle of advertising, profits, habits and ignorance that has helped spawn an obesity-generating culture.

Highlight(yellow) - Page 30 · Location 420

There are beneficial changes that occur with fasting, so the best definition of what length of time constitutes fasting might be "as long as it takes for at least one of the beneficial changes associated with fasting to occur." Those fasting-associated changes are subtle and vary in their onset from person to person, so determining how long one must go without food to reach the point of benefit can be very difficult. For now, it's practical to regard fasting as going without food for at least 50 percent longer than the longest interval between meals on a customary (3MAD) schedule: $12 \text{ hours} \times 1.5 = 18 \text{ hours}$.

Highlight(yellow) - Page 31 · Location 431

A juice diet isn't sustainable for most people, and a diet you can't maintain indefinitely isn't worth starting.

Highlight(yellow) - Page 32 · Location 453

Metabolism is what's happening, and the metabolic rate is how fast it's happening. The basal metabolic rate (BMR) measures how much fuel your body needs every day just to stay alive with no activity at all.

Highlight(yellow) - Page 32 · Location 459

of time as a more efficient, more powerful engine. If the two engines have the same fuel flow, they have the same metabolic rate. The same is true of animals: birds have lower metabolic rates than mammals of the same size. That means birds can run on less fuel for the same mass of living stuff, so birds are a bit more efficient. So which would you rather be? An efficient engine that does a lot on a little bit of fuel, or a less efficient one that does the same amount of work but takes a lot more fuel? If you'd rather be the efficient machine, then you'd prefer a lower metabolic rate. If one machine has a

higher metabolic rate than another-meaning it uses more fuel, but doesn't get more work done-then the machine with the higher metabolic rate is less efficient than the other and is just wasting fuel.

Highlight(yellow) - Page 33 · Location 471

It's very difficult to eat on a 3MAD schedule and not eat more to compensate for the extra fuel burned during exercise. That's why there are a lot of people who exercise regularly, even vigorously, but are unable to get rid of the fat they want to lose.

Highlight(yellow) - Page 33 · Location 480

The gut works the same way, with protein and spices having the most heat-generating effect.

Types of Hunger

Highlight(yellow) - Page 35 · Location 506

In the survival setting faced by humans for most of the past 100,000 years, limbic hunger made sure that as soon as there was a successful hunt or foraging trip, humans ate more than they needed so that there would be plenty of reserve even if the next meal did not come for several days.

Highlight(yellow) - Page 36 · Location 512

The next day at the same time, you'll likely feel hungry, because clock hunger triggers somatic hunger. On the other hand, if you usually eat a morning breakfast, and then don't eat it for several days, your morning breakfast clock hunger will fade, and within a few days, you won't be hungry at that time.

Highlight(yellow) - Page 36 · Location 520

Mouth hunger may be prompted by eating carbohydrate-rich foods and is distinguished by wanting or craving a particular sensation in the mouth. You don't want to eat just anything; you want something of a particular taste, texture or mouthfeel, such as sweet, crunchy, salty or chewy.

Myths

Highlight(yellow) - Page 37 · Location 534

As long as your diet includes good nutrition and adequate quantity sometime during the day, you can choose when to eat without incurring the wrath of mythical health-stealing breakfast fairies.

Highlight(yellow) - Page 38 · Location 547

In fact, you can reliably overcome the feeling by insisting

Highlight(yellow) - Page 38 · Location 547

that your body adapt to longer intervals between eating instead of having a constant trickle of food in your gut.

Highlight(yellow) - Page 39 · Location 555

hiking, training and exposure to the weather demanded an energy output of up to 10,000 calories per day, so the Rangers endured an energy deficit of about 7,500 calories per day-enough to burn about two pounds of fat every day if they had that much to spare. If they didn't have fat to burn, their energy-starved bodies had nowhere to go for the fuel needed to survive except to nibble away at some muscle.

Highlight(yellow) - Page 39 · Location 560

If your body is burning 10,000 calories per day and you have unrestricted access to food at least once per day, your appetite will make sure you eat 10,000 calories per day, which the Rangers desperately wanted to do but could not.

Your Goal Body

Highlight(yellow) - Page 41 · Location 567

Why have a goal body instead of a goal weight? Weight isn't a great goal for a couple of reasons.

Highlight(yellow) - Page 42 · Location 578

Meanwhile, even if you eat nothing for a day, you'll burn less than a pound of fat.

Highlight(yellow) - Page 42 · Location 580

Because your body water can shift around more quickly and in greater amounts than fat, a weight change due to water fluctuations can easily hide weight change due to fat loss. That means you can have weight gain even though you've had a fat loss.

Highlight(yellow) - Page 45 · Location 617

If someone starts exercising while losing fat, his or her weight may not drop very much.

Highlight(yellow) - Page 45 · Location 619

Muscle mass usually won't grow as fast or as much as fat mass can

decrease, but the opposing change can hide real progress

Highlight(yellow) - Page 46 · Location 627

Focusing on your goal body (g-body) means you can leave the term "overweight" behind.

Highlight(yellow) - Page 46 · Location 632

Lots of charts and calculators will tell you an ideal weight, but in real life, it can be very difficult to maintain a lower weight than your body and appetite center will agree to.

Weighing In

Highlight(yellow) - Page 48 · Location 661

A pound of fat on your body can provide about 2,500-3,500 calories' worth of fuel for your body's functions and activity.

Highlight(yellow) - Page 48 · Location 664

Because the body's fat change is small compared to its water content fluctuations, consistently measuring body weight over the course of several weeks is the only reasonable way to meaningfully track weight.

Highlight(yellow) - Page 49 · Location 673

the hour, your workout will only burn about a third of a pound of fat. Your sweat loss will probably amount to more than that, maybe as much as a pound, but sweating also makes you thirsty. It wouldn't be unusual to drink a liter of water to replace fluid you lost during a vigorous workout. If you do that, you'll add back 2.2 pounds (1 kg) of water to your body and weigh more at the end of your workout than you did when you started.

Leverage on the Autopilot

Highlight(yellow) - Page 52 · Location 699

Appetite-driven eating is no different. You can't directly adjust your appetat, but by exerting your conscious control on some things, you can influence your appetat so that the amount it drives you to eat is corrected to where it should be.

Highlight(yellow) - Page 52 · Location 701

without counting calories or using brute-force willpower. When you have achieved AC, you eat all you want, but you want less and feel full with less. A

corrected appetite may also steer you toward better food choices.

Highlight(yellow) - Page 52 · Location 704

When you've achieved AC, there's no longer a need to count calories or summon up willpower. Your appestat does the calorie counting for you.

Highlight(yellow) - Page 52 · Location 706

With AC, if you have surplus fat, you eat a bit less than your body's fuel demand requires until the surplus fat (fuel) has been used up. Once your surplus fat is gone, your appestat automatically increases your appetite a notch, just enough to maintain a steady balance.

Appetite Gremlins

Highlight(yellow) - Page 53 · Location 713

For our body-vehicles, the important thing is not speeding through life, but enjoying the ride and making sure our individual vehicle provides a fun, reliable ride for as long as possible.

Highlight(yellow) - Page 53 · Location 718

the goal: a naturally lean lifestyle that you can comfortably sustain for the rest of your life.

Highlight(yellow) - Page 56 · Location 748

How do you know when your AC toolkit is working? You know it's working when you see fat loss, measured as either looser-fitting clothing or lower numbers on the scale when you haven't really been watching what you eat. That doesn't mean you can eat with wild abandon-it just means you don't have to struggle. Don't expect to see results in a day or two-it takes a minimum of three weeks to get in your AC groove.

Highlight(yellow) - Page 56 · Location 755

Don't expect AC to work in a day or even three or four! It will take at least three weeks of a lifestyle change

Highlight(yellow) - Page 56 · Location 756

to see an effect on your appetite.

Tool 1: Your Compass

Highlight(yellow) - Page 58 · Location 774

Check your blood pressure three times on a drugstore machine or on a home unit.

Highlight(yellow) - Page 58 · Location 776

When you have your three measurements, determine the average. To do that, add all three systolic (top) numbers together and then divide the total by three. Repeat the process with the diastolic (bottom) numbers. Record the result as your average blood pressure along with the date you took the measurement. When you take your blood pressure next, perhaps a few months from now, use the same device and the same method so you can compare the two averages.

Tool 2: ACES

Highlight(yellow) - Page 61 · Location 833

Expect no fat loss before or during the adaptation period; you may even gain some. There is an adjustment period of about three weeks that starts the first day you eat only within your selected five-hour window. During this three-week adaptation period, the "magic" that makes an appetite correcting schedule work begins.

Highlight(yellow) - Page 63 · Location 853

It takes two to three weeks for changes to show an effect, so give each tweak you make a three-week trial before applying the AC test: "Does it work for you?"

Highlight(yellow) - Page 65 · Location 897

The fasting interval of 19 hours, repeated daily, is adequate to create ketosis.

Highlight(yellow) - Page 65 · Location 899

When ketones are generated by the

Highlight(yellow) - Page 65 · Location 901

Fat is an organ that communicates with the gut, brain and other fat cells using over 40 different hormones. Fat maintains a continuous conversation with these other tissues to regulate the storage and release of fuel in the form of fat. Some of the hormones have been identified and show some role in appetite control. Ketones, or something produced along with them, may be a part of the conversation that tells the appetat how much fat is available. The fasting period may provide the appetat with a true zero point for calorie absorption, without which it misreads the number of calories absorbed from the gut. The full picture of how ACES helps the appetite center find the

proper tuning and correct intake isn't clear.

Highlight(yellow) - Page 66 · Location 910

One of the reasons the schedule has worked as well as it has is that it has built-in slip room. If you aim for the 19-hour fast and hit it most days but slip a little here and there, you still are likely to see its remarkable power of appetite correction. That

Highlight(yellow) - Page 66 · Location 912

A few people starting Fast-5 experienced AC only after shortening the eating window (to 20/ 4 or 21/ 3), and some went all the way to a single daily meal (23/ 1), but based on the ten-year experience with Fast-5, ninety percent or more will see the AC effect at 19/ 5.

Highlight(yellow) - Page 67 · Location 931

You determine whether your schedule qualifies as AC by this simple test: If your eating schedule works to correct your appetite so you eat an amount appropriate for your body's fat content without having to fight with sheer willpower, it's

Highlight(yellow) - Page 67 · Location 933

AC. If you have excess fat and you're not losing a little each week, then your eating schedule is not AC for you, even if it worked as AC for someone else.

Highlight(yellow) - Page 68 · Location 947

If you start with a window longer than five hours and don't see steady fat loss after a few weeks, don't give up on an AC eating schedule until you've shortened your window to five hours or less and have given the five-hour window a four-week

Highlight(yellow) - Page 68 · Location 949

try (allowing three weeks of adaptation for appetite correction and one week in which you can expect to see its effect).

Highlight(yellow) - Page 69 · Location 956

Don't worry about how much you're eating until you've passed the three-week mark.

Highlight(yellow) - Page 69 · Location 960

Getting close to your goal still pushes your body to adapt, which makes it easier to reach your goal on your next try.

Highlight(yellow) - Page 70 · Location 971

Kelly skips breakfast and lunch on day 1, then grabs a snack at 3 pm (1500), has a nice dinner at 6: 30 (1830) and doesn't eat anything after 8 pm (2000).

Highlight(yellow) - Page 71 · Location 997

Slipping is a natural part of adjusting to an AC eating schedule, both in adjustment and in maintaining the lifestyle. As long as you keep a fasting pattern, a slip or an early break-fast for a social occasion won't cause your body to immediately lose its adaptation to fasting-it takes a few days of not fasting for that to happen.

Highlight(yellow) - Page 72 · Location 1008

Low-carb diets work very well in conjunction with an AC eating schedule. When you reach your goal, you can integrate more balanced content.

Highlight(yellow) - Page 72 · Location 1012

Some people on a daily AC eating schedule eat a large meal early in the window, and then they snack as desired through the remainder. Others have an early snack or light

Highlight(yellow) - Page 72 · Location 1013

meal, then a later meal, while some choose to graze through the window. How

Highlight(yellow) - Page 72 · Location 1015

Theoretically, the ideal way to eat during your window is grazing through small portions until your appetite is satisfied. Stretching your intake over the window results in the lowest insulin peaks and causes the smallest amount of stomach stretching so it stays small and provides a strong "full" sensation with a modest meal.

Highlight(yellow) - Page 72 · Location 1022

Adaptation: A three-week period that starts the first day you eat within your AC schedule's window. It is during this period that compensatory overeating fades away and appetite begins to reset. No weight loss is expected during this time.

Highlight(yellow) - Page 73 · Location 1025

As you approach your goal body, your appestat will automatically increase your food intake so you stop losing fat and maintain a healthy level of fat reserve, just as if your body were on autopilot-because it is.

Highlight(yellow) - Page 73 · Location 1026

Maintenance: In this phase, you're maintaining your goal body after you've lost all the fat you want to lose. You can keep the same AC eating schedule or open the window a little wider. If you start gaining fat, you've opened your window too far; go back to what worked for you.

Highlight(yellow) - Page 73 · Location 1032

Fat loss shouldn't be expected until after the third week of steady adherence to an AC eating schedule. An AC eating schedule is not a crash diet; it's the tortoise in the tortoise-and-hare parable. It works slowly but steadily, and yes, it wins the race.

Highlight(yellow) - Page 77 · Location 1109

A new interest and drive to declutter? From a modest change in schedule? Seriously? Yes, seriously! Many people who have adopted an AC eating schedule have reported a strong, new interest in decluttering the home and life.

Highlight(yellow) - Page 80 · Location 1151

Plateau-breaking techniques:

- For a short time (two weeks or so) increase your exercise by 20 percent or more.
- Consciously cut your calorie intake for about two weeks. Consistently cutting half a serving of one item in your meal can be enough to make a difference.
- Temporarily cut your window duration by an hour or two.
- If you're feeling up to it, extend your fast on one or more occasions by 12-24 hours.
- Try a schedule holiday-a day or two off of your AC eating schedule, then return to your usual schedule.

Highlight(yellow) - Page 80 · Location 1156

People holding at a plateau have reported having increased hunger just before the weight loss begins, so try to think of increasing hunger as a good thing.

Highlight(yellow) - Page 80 · Location 1158

The AC eating schedule should be a balance between being as easy as possible while still working.

Highlight(yellow) - Page 81 · Location 1174

Reducing carbohydrates (sugars, pasta, rice, bread, cereals, potatoes) may enhance fat loss by leveraging an additional effect on appetite correction. Particularly avoid refined sugars: sucrose (table sugar), fructose, high-fructose corn syrup (HFCS), honey, syrup and other sweeteners including concentrated fruit juice.

Highlight(yellow) - Page 82 · Location 1199

Eating high carbohydrate foods (sugars, pasta, rice, bread, cereal, potatoes) usually leads to more hunger the following day. You may want to trim your carbs.

Highlight(yellow) - Page 83 · Location 1207

We need fuel to keep our bodies going, but if it is stored on our bodies already as fat, then we don't need to be eating it too.

Highlight(yellow) - Page 83 · Location 1208

For those wanting to lose excess fat, the idea is to "eat" that stored fuel.

Highlight(yellow) - Page 83 · Location 1216

Many people have asked if they can eat various no-carb foods such as olive oil or protein shakes during the fasting period. Eating anything during the fasting period, even something that does not produce an insulin surge, may impair your progress because eating calories of any sort supplies fuel and you burn what you're consuming instead of what you're trying to burn off your belly or thighs.

Highlight(yellow) - Page 85 · Location 1236

Fat, as mentioned earlier, is nature's refrigerator, and if you have surplus fat, you've done a bit of overstocking of your fat-fridge. Let your body eat all it wants from your fat-fridge. If your body tells you that you don't need to eat more, you can trust it.

Highlight(yellow) - Page 86 · Location 1263

Most people can eat what they want and see progress. A few people didn't see progress until they combined a low-carb menu with an AC eating schedule, and then they saw good results. You may have a similar experience, particularly if you tend to eat a lot of refined sugar, pasta, rice, breads, cereals or potatoes. Start by avoiding sugary foods like jams, jellies, honey, icing, cakes, sweetened drinks and frosting.

Highlight(yellow) - Page 87 · Location 1271

Mentally tune in to your appetite. As you're eating, take stock of your hunger. When it has subsided, stop eating and get away from the table and do something else. Some find a little internal dialogue to be helpful. Ask yourself, "Are you hungry?" The answer to that question will be "no" long before you can answer the more commonly asked question "Are you full?" in the same way. Focus on eating until you're no longer hungry, rather than stopping only when you're feeling full (stuffed.)

Highlight(yellow) - Page 87 · Location 1279

For example, you can break your fast with a big serving of soup, which contains a lot of water. Adding additional water to your break-fast soup can help extend this early, bulky part of your meal.

Highlight(yellow) - Page 88 · Location 1283

Timed stepping starts with planning a fixed amount of break-fast before your window opens. When your window opens, eat the break-fast meal slowly. When you are done, get away from the food/ kitchen/ table and remind yourself you'll eat more later if you want to. Set a timer for 30 minutes and get busy doing something else. When the timer goes off, if you're still feeling the need to eat, prepare another "course", eat it slowly, and set the timer again. The 30-minute intervals between courses allow

Highlight(yellow) - Page 89 · Location 1301

The best prevention for somatic hunger is distraction, so if you have a maneuver in mind ahead of time, you can be ready to deal with the turbulence of the transition and deflect whatever hunger

Highlight(yellow) - Page 89 · Location 1303

you might encounter.

Highlight(yellow) - Page 89 · Location 1307

1. Take a 5-minute walk or other break for distraction.
2. Respond verbally or mentally, telling your body that it's not time to eat yet, but that time will come soon.
3. Connect with a friend, AC buddy or with an online group so you can check in and share support.
4. Keep your preferred no-calorie drink in reserve and drink it as a reward for powering through the hungry moment.
5. Brush your teeth (this reminds your body that

Tool 3: Address the Stress**Highlight(yellow) - Page 91 · Location 1319**

An animal that's well equipped to defend itself has little need to feel the primitive stress prompted by the approach of a predator, but what about the other primitive stress-the lack of food?

Highlight(yellow) - Page 91 · Location 1325

Your primitive brain core monitors your stress, and as it does in other animals, will prompt you to keep more in reserve if your food supply becomes unreliable.

Highlight(yellow) - Page 91 · Location 1328

Our built-in stress meters lack the ability to tell the difference between primitive and modern stresses. When stress of any kind climbs, our automatic systems kick in and interpret this as a need to prepare for the

Highlight(yellow) - Page 92 · Location 1329

impending unavailability of food. The brain-core autopilot has only one response: Eat more when food is available so the excess can be stored as fat.

Highlight(yellow) - Page 92 · Location 1334

If there's stress, there's only one thing to do about it: "Eat more! Store more fat!"

Highlight(yellow) - Page 92 · Location 1336

The relationship between stress and fat gain is well known. One of the key stress-related hormones, cortisol, can decrease inflammation. Because of its anti-inflammatory effect, cortisol is often used to treat severe inflammation in someone who has an autoimmune disease like arthritis or other inflammatory disease such as asthma. One side effect of such treatment is predictable: increased appetite, which leads to storing more fat.

Highlight(yellow) - Page 92 · Location 1341

Take a stress inventory so that you're aware of all the stresses you and your body are coping with. The thing that's causing the stress is called the stressor. Childcare and financial responsibilities are common stressors. While taking an inventory, be honest with yourself about the stressors in your life. Which are the biggest stressors in your life? Consider these and note that there are many other possible stressors.

Highlight(yellow) - Page 94 · Location 1347

Self image: How you feel about yourself can supply ridiculous amounts of stress.

Highlight(yellow) - Page 94 · Location 1350

Take a moment to remind yourself that the stresses you list in your stress inventory are not life-threatening and eating more will not provide a survival advantage. Eating less may actually provide some advantage for many people.

Highlight(yellow) - Page 94 · Location 1355

Techniques for venting stress include meditation, exercise, counseling, yoga,

playing

Tool 4: Activity: Be a Motional Person

Highlight(yellow) - Page 95 · Location 1364

Exercise is essential for good health. Even if you can only do a little, do it regularly. Make it part of your daily or weekly routine. Exercise by itself is not a good way to compensate for overeating, because you have to walk a mile to burn off every 100 excess calories ingested. That means it takes 20 minutes of dedicated activity just to fix a couple of bites of overeating. Getting the appetat working right so that overeating doesn't happen can save you a lot of time and effort.

Highlight(yellow) - Page 95 · Location 1368

Even though exercise is a fairly ineffective way to lose fat, it does help get your appetat working properly.

Highlight(yellow) - Page 95 · Location 1371

Twenty minutes of dedicated exercise at least three times a week will help. If you can't work that into your schedule, work in what you can-that's the ambient exercise.

Highlight(yellow) - Page 95 · Location 1373

Don't fool yourself into thinking the exercise buys you the freedom to take in more calories, though-it doesn't, and if you start trying to think through your calorie balance, you'll be wrong most of the time. Get all the activity in that you can and let your appetat do the calculations.

Highlight(yellow) - Page 96 · Location 1382

Make activity part of your appetite correcting lifestyle. Whether it's dedicated exercise or an increase in ambient activity, exercise can't be just a temporary thing. Your body needs the activity to signal the muscle cells that they're still needed.

Highlight(yellow) - Page 97 · Location 1400

Drawing, doodling or painting

Highlight(yellow) - Page 97 · Location 1403

Playing a game or working on a jigsaw puzzle (remember those?) Reading a book/ magazine/ news story (it may be sedentary, but it's more effort than watching TV) What other activities

Tool 5: Be the Wild Mustang

Highlight(yellow) - Page 99 · Location 1418

The extraordinary human body—a combination of mechanical resilience, incredible dexterity and a remarkably adaptive brain—can outcompete all other species while fending off diseases and parasites. Unfortunately, our culture has shoved your mustang body into a carousel

Highlight(yellow) - Page 100 · Location 1420

horse existence with a cotton candy diet.

Highlight(yellow) - Page 101 · Location 1445

Instead of going for smoothies and other pasty renditions of food, try to stick with foods that look like the original item. Take your mustang body off the carousel and feed it some "wild" food—food that takes some effort to eat. If you're going for apples, eat apples, not applesauce. Eat strawberries, not strawberry preserves. Eat corn on the cob instead of creamed corn and eat salads instead of smoothies.

Highlight(yellow) - Page 102 · Location 1459

Milk, for example, is a mother cow's way of predigesting food for her calf so it can get the energy it needs to grow quickly. What would be left in grocery stores if you removed the predigested foods, including bread, pasta, cereal, crackers, cookies, dairy and juice? What's left is produce, canned and frozen vegetables, dried beans, meat, fish, and depending on where you live, maybe some wine, beer and liquor. It sounds a lot like a paleo diet, doesn't

Tool 6: Meal Composition

Highlight(yellow) - Page 104 · Location 1485

High-glycemic index foods such as sugars, pasta, rice, bread, cereal and potatoes (S-P-R-B-C-P, which you can remember as "super-BCP") are quickly digested and quickly absorbed. Foods from this group have been reported to increase appetite and somatic hunger the day after they are eaten.

Highlight(yellow) - Page 104 · Location 1489

SPRBCPs comprise such a large part of the typical Western dietary intake that a substantial,

Highlight(yellow) - Page 104 · Location 1490

sustained, moderate reduction in SPRBCP foods can be made without

eliminating them entirely, helping to correct your appetite without a totalitarian, austere sacrifice.

Highlight(yellow) - Page 104 · Location 1492

Broth-based soups are one of the most satisfying, savory low-calorie meals around because they have lots of flavor, but most of the volume is water. Factory- and restaurant-made cream-based soups can be salt-enhanced calorie bombs, so careful selection is necessary to find the best combination of flavor and calorie content.

Highlight(yellow) - Page 104 · Location 1497

Salad is the centerpiece of healthy meals, and the more variety you put into it, the healthier it can

Highlight(yellow) - Page 104 · Location 1498

be. You can rotate through a variety of greens and toppings to keep it fresh. Most retail salad dressings have added sugar, so consider making your own with oil, vinegar and spices. Mixing salsa with sour cream or yogurt makes tasty dressings, too. As a shortcut to trial and error, you might try searching for a recipe for your favorite dressing online and cut down or leave out the sugar.

Highlight(yellow) - Page 105 · Location 1516

Avoid sugary drinks, juices and minimize intake of the plants highest in sugars (apples, bananas, grapes, melons, pears, pineapples). Ounce for ounce, apple juice has more sugar in it than cola drinks and has no redeeming nutritional value. It's so devoid of nutritional content that manufacturers often add vitamin C just so there's something good to shout about on the label.

Tool 8: Portioning

Highlight(yellow) - Page 109 · Location 1562

Applying portion control is simple. When you eat, choose a much smaller container than you'd ordinarily use. Serve your meal on a small plate.

Highlight(yellow) - Page 110 · Location 1567

Portioning can also remind you to take the time to savor the taste rather than shoveling mass quantities down your throat. It's the taste that's to be enjoyed, not filling your belly to capacity.

Tool 9: Meal Dynamics

Highlight(yellow) - Page 113 · Location 1600

Your pecking order: Main course, sides then dessert? What about eating dessert first to make sure there's room, rather than stuffing it in on top? It's important to think about how customs guide us, and ask whether it really makes sense. If you know you're going to have dessert, why not have it first (or earlier in your courses) so you can savor it rather than squeezing it in when you're already feeling full?

Highlight(yellow) - Page 116 · Location 1611

You just paid for the meal, so you eat every bite to get the maximum

Highlight(yellow) - Page 116 · Location 1636

How quickly do you eat? Time yourself and see. You may be surprised. If you're finished in less than 30 minutes, you have a lot of room to expand. Take the time to appreciate the food. Chew it well. Pause between bites. Think about the food—the taste, the texture and the memories it brings to your mind.

Highlight(yellow) - Page 118 · Location 1638

Eat low-calorie, high-volume foods first: Soups and salads are great for this for reasons

Highlight(yellow) - Page 118 · Location 1643

On the road of life, we really don't want to get to the finish line! Savor the flavors and the company. If you're eating alone, weave in another activity at the same time.

Highlight(yellow) - Page 118 · Location 1646

If you're taking less than half an hour to consume your food, you're not letting your appetat have a chance to register all you've eaten. Meal dynamics is all about giving your body time-time to eat, time to digest, time to properly measure the amount you've eaten.

Tool 11: Experiment

Highlight(yellow) - Page 121 · Location 1685

Quality of life matters.

Tool 12: Awareness

Highlight(yellow) - Page 123 · Location 1697

You are being used. People with advanced training in psychology and behavior are applying everything they know and decades of experience to get you to eat more so that you'll buy more. They view you as a farm animal in a massive herd-something to be manipulated, corralled, branded and used.

Highlight(yellow) - Page 123 · Location 1705

the average American has 23 pounds of surplus fat, which is over 80,000 calories' worth of surplus fuel.

Highlight(yellow) - Page 124 · Location 1710

The merchants want you to consume more, and then spend even more on gyms and such so you can burn it off. They don't care a bit that you're paying to burn off the calories that you paid to put into your body.

Highlight(yellow) - Page 125 · Location 1722

Your best defense against the horde of corporate gremlins is awareness. When the television news/ talk show raves about a diet product, is it an advertisement or a news item?

Highlight(yellow) - Page 126 · Location 1738

While scientists and advertisers are still debating the validity of the interpretations and results, the initiative and budget for finding the most effective ways to manipulate your brain and cultivate want are both present in force. Given these techniques, the demonstrated intent and the financial arsenal available to the advertisers, seeing a commercial as a weapon of persuasion and control aimed at your brain is no exaggeration.

Highlight(yellow) - Page 128 · Location 1753

The result of this lopsided arrangement is that the stream of information we call "news" is skewed, pointing out health products and services that can make somebody a buck and ignoring those that don't. Whether the products or services actually do you any good is irrelevant!

What's AC like?**Highlight(yellow) - Page 143 · Location 1880**

Along with a reduced appetite, you may see some other signs that things are changing in your brain. You may want healthier foods. You may feel compelled to start exercising. You may feel like decluttering your home.

Highlight(yellow) - Page 143 · Location 1883

With AC, there's a tendency to lose inches before pounds-meaning you see the fat go before the scale changes.

Highlight(yellow) - Page 144 · Location 1888

For the brussels sprouts test, buy a bag of frozen baby brussels sprouts and position them on the top or front shelf of your freezer where you can easily see and notice them. These ordinary bite-sized gems can be thawed quickly in a microwave oven. They make a relatively convenient and healthy snack, and can be perked up with salt, pepper or other spices. If you're really hungry, brussels sprouts will sound appealing, or at least tolerable. If you're not hungry enough to eat brussels sprouts, you're not really hungry. Try it out with a package and see if the lowly brussels sprout can remind you to stop browsing the kitchen and do something else when your quest for food springs from boredom, habit or mouth hunger.