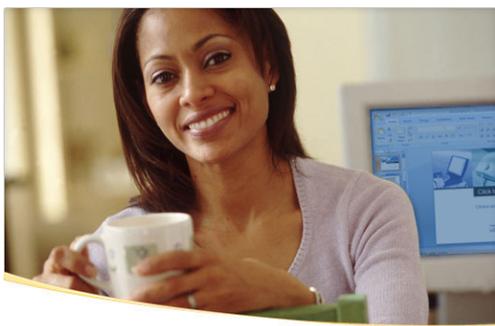


Conquer Emotional Eating!



We all know that food helps us cope.

I can't think of one person who hasn't been comforted by a slice of cheesecake after a rotten day!

It is important to acknowledge that emotional eating has little to do with physical hunger and everything to do with psychological need. Whenever we use food as a crutch or to anaesthetise ourselves, we're emotionally eating.

What is it about food that attracts people when they need comfort?

For some, it's simply a matter of habit. It is well established that their attachment to certain food is clearly connected to their personal memories. When they reach for a comforting bowl of chicken noodle soup at the first sign of a cold, chances are they're really reaching for that soothing memory of their mother taking care of them.

For others, food is a matter of convenience. Eating to feel good is as easy as opening the fridge. Plus, most of us are raised to view food as a reward. When we get a big promotion or a pay rise, we

celebrate with dinner at a fancy restaurant.

There's also a chemical connection.

Certain foods, especially sweets, enhance the production of mood boosting neurotransmitters in the brain. During periods of intense stress we frequently reach for these foods to alleviate our anxiety. Hormonal fluctuations can make us susceptible to cravings.

Emotional eating can become a fat building roller coaster, but the damage isn't just physical. If you rely on food to get you through difficult life situations, you expose yourself to more psychological danger.

As food is only a temporary saviour, your emotional needs are never met satisfactorily. It's a cycle that feeds itself!

Awareness is the first key.

You cannot stop something that you are not aware of: Become aware of HOW you are feeling and WHEN you are eating, and not actually hungry - then think - *is there a better way to deal with this?*

From the desk of Vicki Turner, Life Coach
Vicki is a Coach who loves seeing her clients move Forward to gain a new sense of control over issues. Vicki says, '*People come to me for many reasons including clarity about life decisions, career and business issues and dealing with change.*'

For help to work through this issue and to discover how to form productive habits that will last a lifetime. Contact Vicki Turner for a **free** introductory coaching session.



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