HEALING THE CYCLE OF
Overeating

This Intention:

Learn To PERMANENTLY Conquer Overeating – Whether That's Binge Eating, Mindless Eating, Stress Eating, or Emotional Eating – How To Break the Cycle and HEAL the Cycle FOR GOOD!

(Become the version of yourself that no longer uses food mindlessly, reactive, or to feed her feelings.)

If you have been struggling forever...

WATCH THIS VIDEO 5-10 TIMES IN THE NEXT 30 DAYS

(I'm not kidding ☺)

Here Is What You Will Learn:

- ★ A new understanding and awareness around WHY you do WHAT you do.
- ★ Why being a woman (and having a female brain) is a big piece of the puzzle (and how to 'feed' your 3 brains)
- ★ Why your habits have taken on the drug-like effect that they have, and how to 'feed' that part of your brain with more powerful and positive rituals.
- ★ Why control, willpower, and mind games set you up to fail…and how to approach it instead.
- ★ How to feed the long-term AND short-term parts of the brain (using Neuro-magic!)
- ★ A NEW equation to help you stop those habits in their tracks and let today be the DAY 1 of your new way of living and new way of being.

A New Perspective (5 Concepts)

- ★ Concept 1: Your Female Brain
- ★ Concept 2: Your Social Brain
- ★ Concept 3: Short-Term Change vs. Long-Term Change (Creating Neuro-Magic)
- ★ Concept 4: Control Vs. Influence
- ★ Concept 5: Food, Feelings, and Females

Close Your Eyes...

Open Your Eyes...

Concept 1:

Your (3-Dimensional) Female Brain

From the Book: The Female Brain

(Dr. Louann Brizendine)

"More than 99 percent of male and female genetic coding is exactly the same. Out of the thirty thousand genes in the human genome, the less than one percent variation between the sexes is small. But that percentage difference influences every single cell in our bodies–from the nerves that register pleasure and pain to the neurons that transmit perception, thoughts, feelings, and emotions"

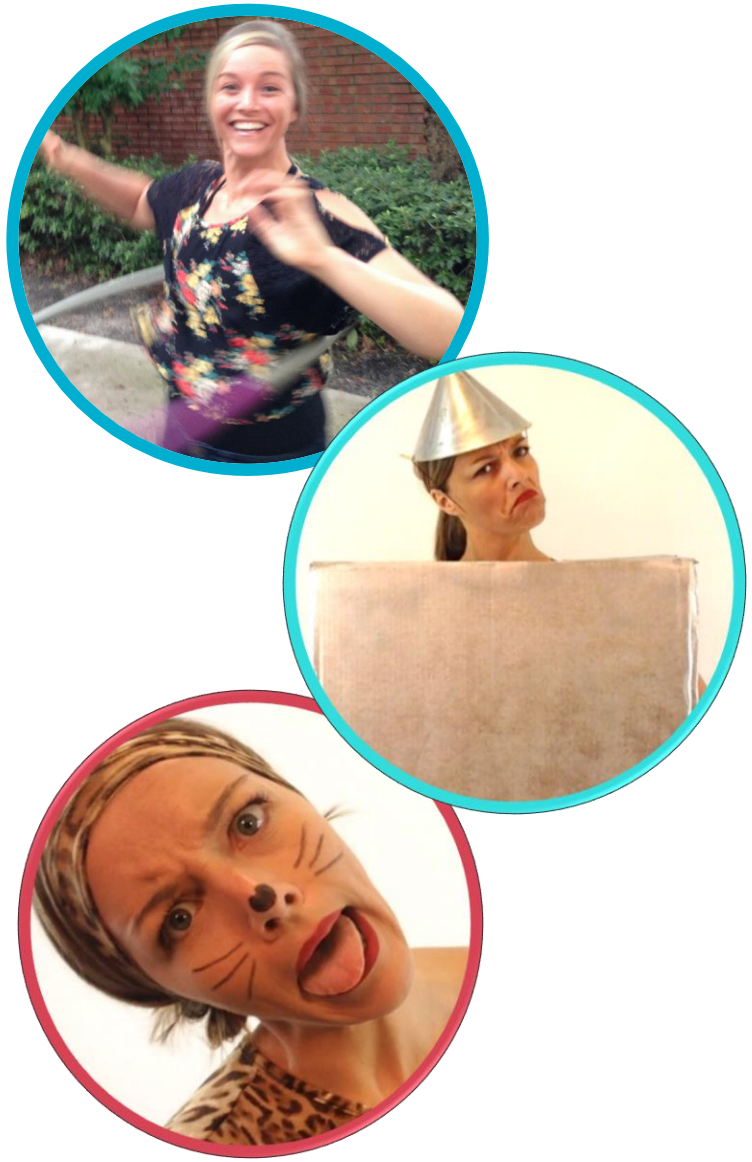
Men Are From Mars, Women From Venus...

- ★ **Anterior Cingulate Cortex (ACC):** Weighs options, detects conflicts, and motivates decisions. It's the worry-wort center, the area for self-consciousness, and it's **larger in women than in men.**
- ★ **Prefrontal Cortex (PFC):** The CEO and queen of the brain that rules the emotions, keeps them from going wild, and focuses on the matter at hand to makes good judgments. This "pay total attention to this now" area also works as an inhibiting system to put the brakes on impulses. It's **larger in women and matures faster in females than in males by one to two years.**
- ★ **Insula:** The center that processes gut feelings. **Larger and more active in women.**

Men Are From Mars, Women From Venus...

- ★ **Amygdala:** The alarm system for threats, fear, and danger. Drives emotional impulses. The wild beast within; the instinctual core, tamed only by the PFC. **Larger in men**.
- ★ **Hippocampus:** The elephant that never forgets a fight, a romantic encounter,or a tender moment–and won't let you forget it, either. **Larger and more active in women**.
- ★ **Mirror-Neuron System (MNS):** The "I feel what you feel" emotional empathy system. Gets in sync with others' emotions by reading facial expressions and interpreting tone of voice and other nonverbal emotional cues. It is **larger and more active in the female brain.**

Your 3-Dimensional Brain (P.M.S.)



Brain #1: Your Physical Brain

How your body FEELS matters! Your body IS a physical nervous system. It's made up of nerve receptors, sensory receptors, pain receptors, and then of course the joints, the muscles and the movement maps that move your body every day. Your body from the ground up and from the inside-out. (Think: Physical Stress/Threat)

Brain #2: Your Mental Brain

All the spinning plates in your life, things you have on your mind, and all the decisions that your 'human brain' (aka prefrontal cortex) needs to make at any given time. The computer. The cause and effect supercomputer. (Think: Mind Stresses/Threats)

Brain #3: Your Social (Emotional) Brain

The social & emotional (& female) part of you that NEEDS connection, belonging, inclusion, and to feel love, comfort, and safety (Oxytocin). She WILL get it. But it's a matter of what you 'feed' her.

Spoiler Alert!

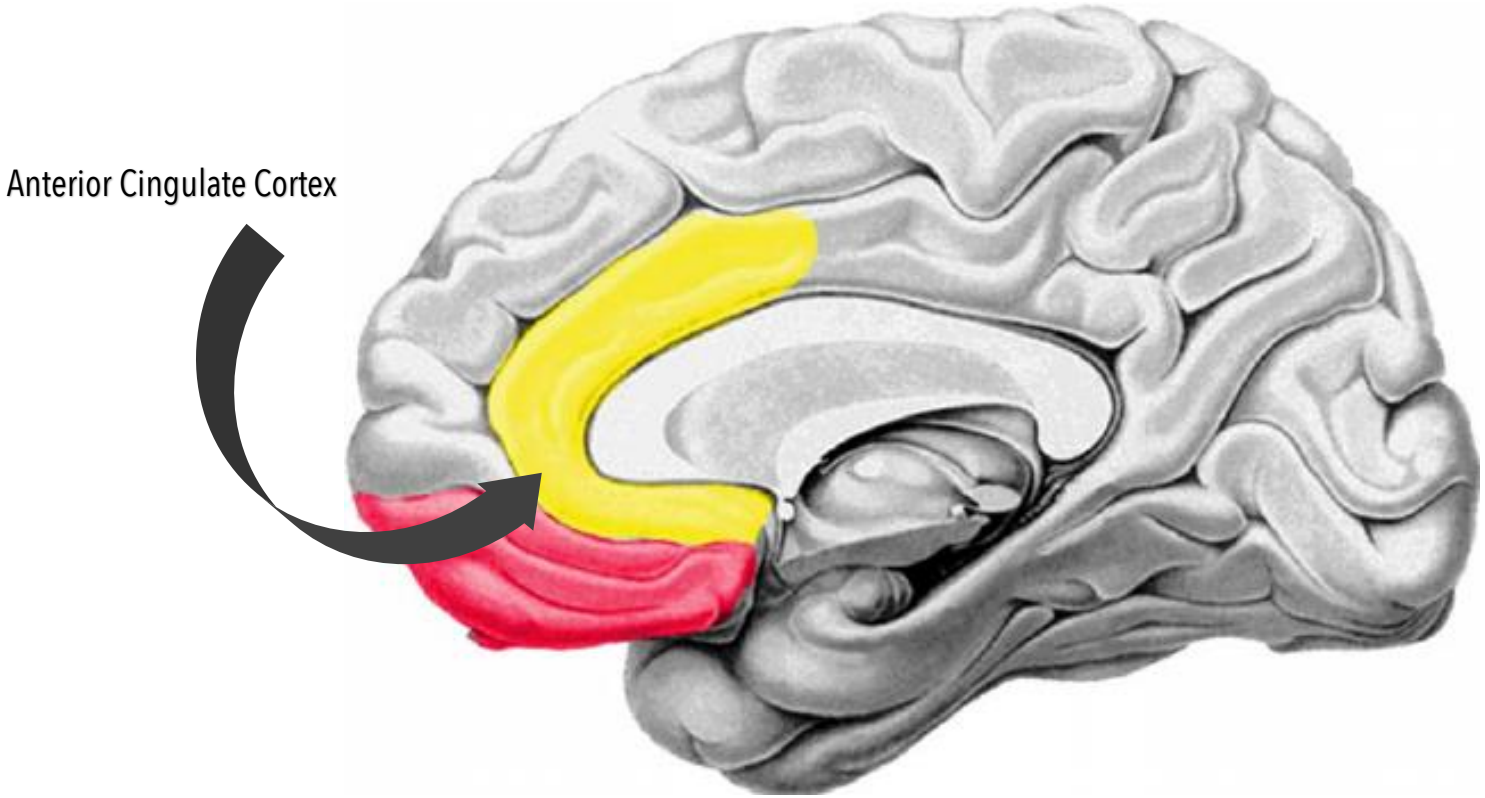
Your THREE Brains: P.M.S.

The one I want to highlight: Your Social Brain

Concept 2:

Your (Female) Social Brain

The A.C.C.



I call it The 'Social' Brain.

How To Remember It (No Jibberish!)

My mnemonic device for this crazy-important part of our brain:

ACC = Acceptance + Connection + Care

- ★ It's where we process it, detect it, and assess whether or not we feel "safe" that we are getting it.
- ★ It's also a huge center for registering physical pain and emotional pain
- ★ It's LARGER and MORE ACTIVE in females than it is in males

The short (and long) of it:

The Social Brain is what 'houses'
Physical & Emotional Pain.

Your brain experiences pain in that
specific part of the brain.

What else?

- ★ Where you process things like 'good/bad', 'right vs wrong' or some sort of conflict within your brain
- ★ Where you process award anticipation, decision-making, impulse control, and emotion.
- ★ It's where we elicit OXYTOCIN, the safety/love/comfort hormone
- ★ It's where the majority of the OXYTOCIN receptors are.

What else?

- ★ It's where (the way I see the subject) ADDICTION 'lives' in the brain. (The drug itself is a dopamine response, but the COMFORT and PREDICTABILITY of the drug itself is an OXYTOCIN 'thing')

- ★ If want to overcome any 'addiction' or compulsive, emotional, or stress-based habit, look to the ACC. Most of the time it's Social Brain 'pain' that's perpetuating emotional eating, coping mechanisms and other mindless behaviors

Science with a splash of Woo...

- ★ The Social Brain really starts to develop/blossom/grow around the age of 13
- ★ What does SHE need?

Concept 3:

Short-Term vs. Long-Term Change (Creating Neuro-Magic)

Distinction Time: Change vs. Transformation

Short-Term Change:

- ★ Short-term change is a conscious, need-energy-and-thought-to-do-it, pre-frontal cortex activity.
- ★ If you want to stay the course, you need to consciously think about it, spend time/thought/energy, and constantly play those 'mind games' to make it stick
- ★ Hence the constant need for a 'drip feed' of motivation or accountability.

Change vs. Transformation

Long-Term Transformation

- ★ If you're working WITH the brain (and giving your brain what it wants and needs to truly transform), then you will need the 'reps' in the beginning to teach your brain the 'new tricks'.
- ★ But then after a little while (because the brain is HAPPY), it will just BECOME you!
- ★ You won't have to spend so much time/thought/energy to stay the course. You won't even have to think about it much. It will simply become a part of who you are! Automagically! Neuromagically!

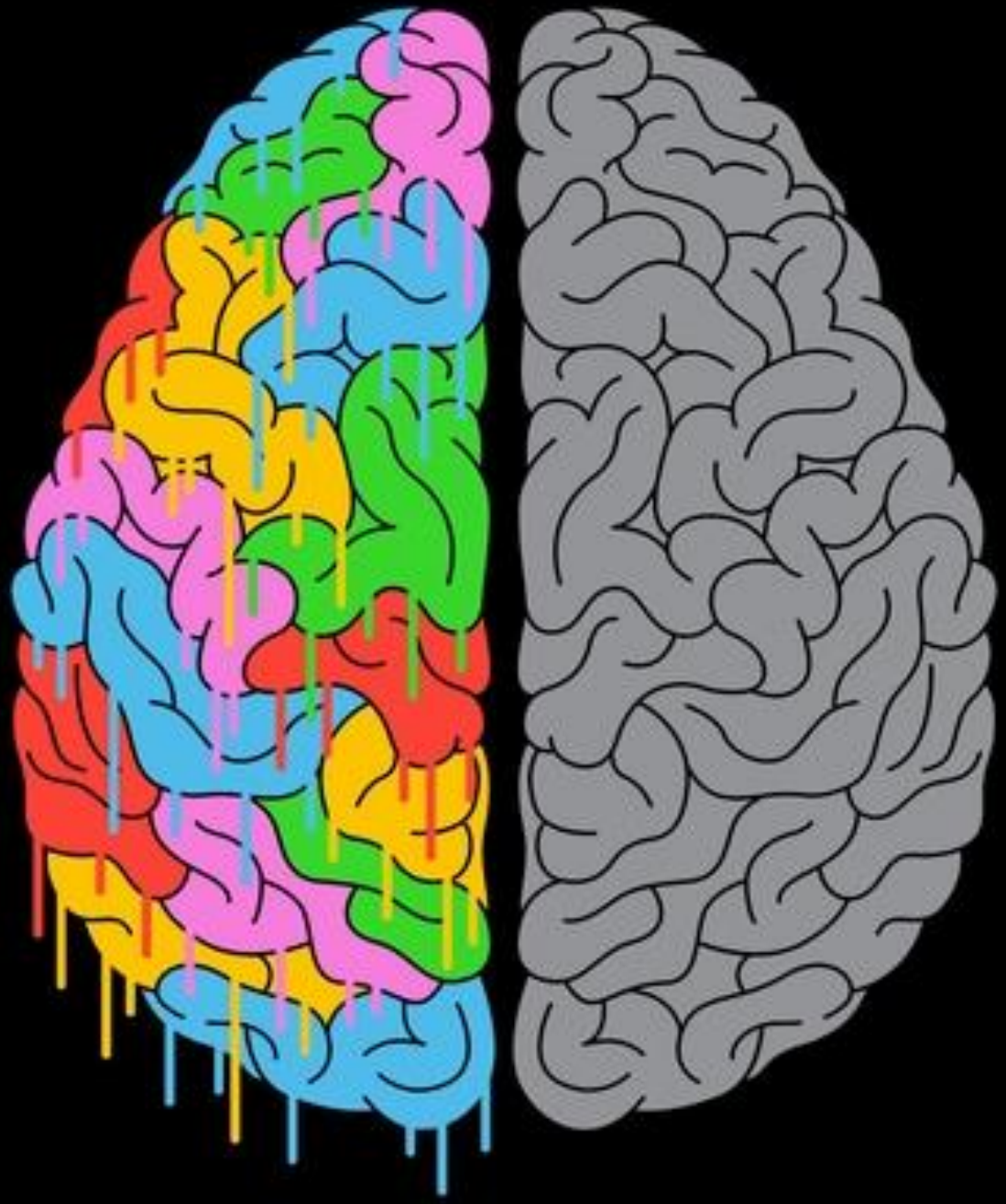
The Magic Ingredient

Positive Neuro-Associations

The Tale of 2 Cookies

Short-Term Habits

Long-Term Habits



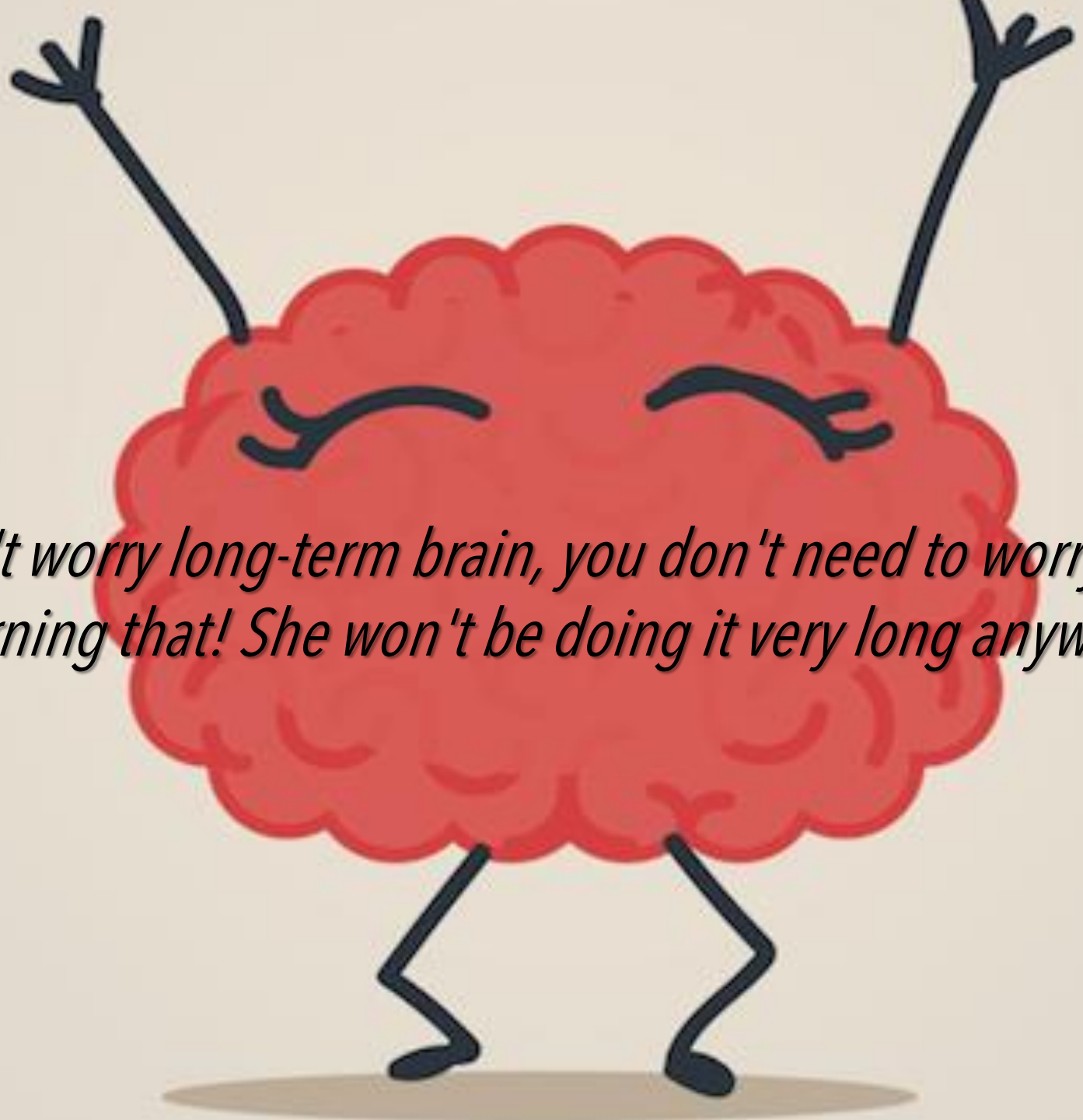
Prefrontal Cortex

Basal Ganglia

Said another way...

Repetitions + POSITIVE neuro-associations = Long-term 'Positive' Habits.

Repetitions + NEGATIVE neuro-associations = Long-term 'Negative' Habits



"Don't worry long-term brain, you don't need to worry about learning that! She won't be doing it very long anyways!"

The Weight of the Weight:

★ The 'weight' of the shame, blame, guilt, comparison, and perfectionism that comes along side typical ‘change' approaches.

★ The 'weight' of plans and programs that cause you to control yourself, restrict yourself, punish yourself, or persuade yourself to the things you REALLY don't want to do.

★ The 'weight' of all the physical, mental, or emotional stress that (if not released) gets carried around with you every single day --

★ 'Waiting for the weight' to go BE who you want to be, DO what you want to do, or LIVE the life that you really want to live.

Real life:

★ You can't cut out all pleasurable foods and replace it with a diet that you hate and that takes away your freedom.
★ You can't just 'cold turkey' stop your evening couch sessions or Netflix binges and replace it with vigorous workouts or activities that you don't really like or that you have to FORCE yourself to make it to.
★ You can't just stop drinking your daily glass of wine and NOT put something of pleasure in its place.
★ Because then the 'drug addict' in you is going to say "*Wait a minute! Where's my dopamine!?*"

Make it Feasy!

★ It's gotta be fun(ish).
★ It's gotta be easy(ish).

Give your brain a pleasurable (fun + easy) habit to replace the old habit, and that squirt of dopamine will give your brain all it needs to get used to repeating and practicing this habit long enough for it to make it's way over to that Basal Ganglia of yours.

Concept 4:

Control vs. Influence

Always Remember:

Control is the OPPOSITE of Freedom!

Freedom is a choice...but you have to choose it.

Too Much Permission vs. Too Much Restriction

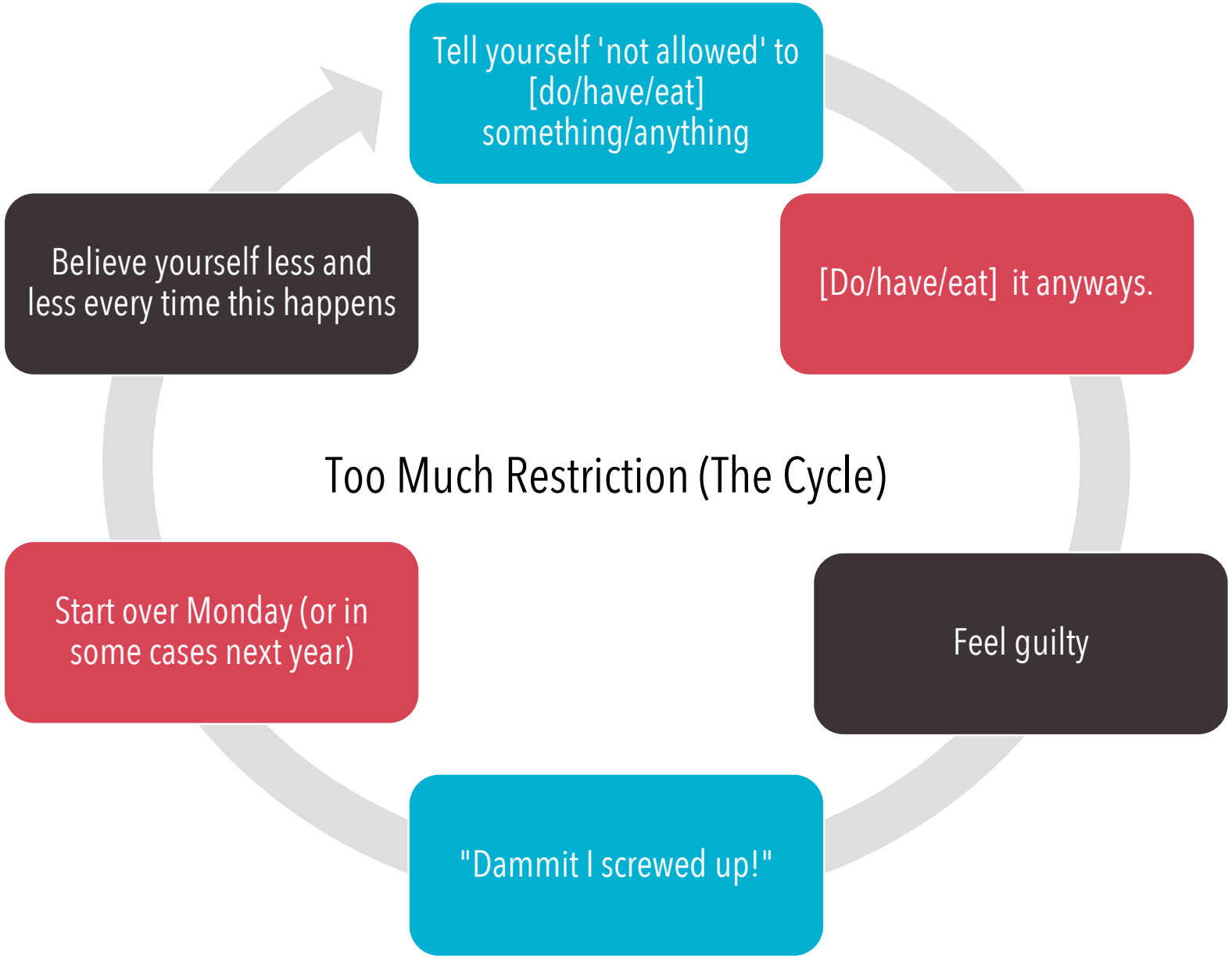
★ The roller coaster that CONTROL forces us to live on…

★ We are either "all in" or "all out". There's usually no middle ground.

★ This example holds true for any 'drug of choice': Food, wine, shopping, Netflix, you name it…

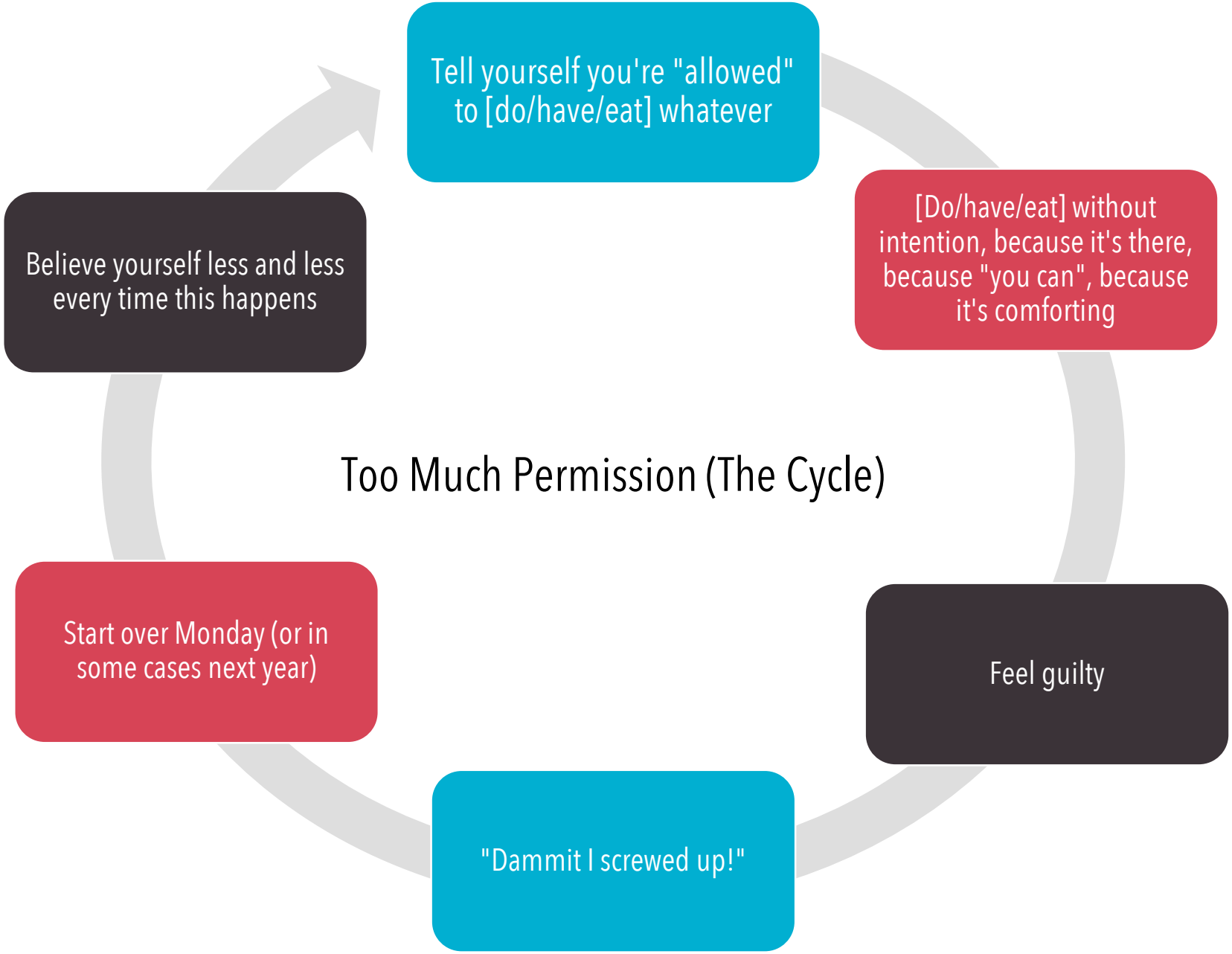
Too much restriction

Too Much Restriction (The Cycle)



Too much permission

Too Much Permission (The Cycle)



The only thing you can control:

YOU: Influence who you're being, how you're feeling, and how you choose to respond to what's happening.

Concept 5:

Food, Feelings, and Females

From the Book: The Female Brain

(Dr. Louann Brizendine)

"What we've found is that the female brain is so deeply affected by hormones that their influence can be said to create a woman's reality. They can shape a woman's values and desires, and tell her, day to day, what's important."

"The structure, function, and chem-istry of a woman's brain affect her mood, thought processes, energy, sexual drives, behavior, and well-being."

Here's what (most likely) happened...

Ideally we get 2 things:

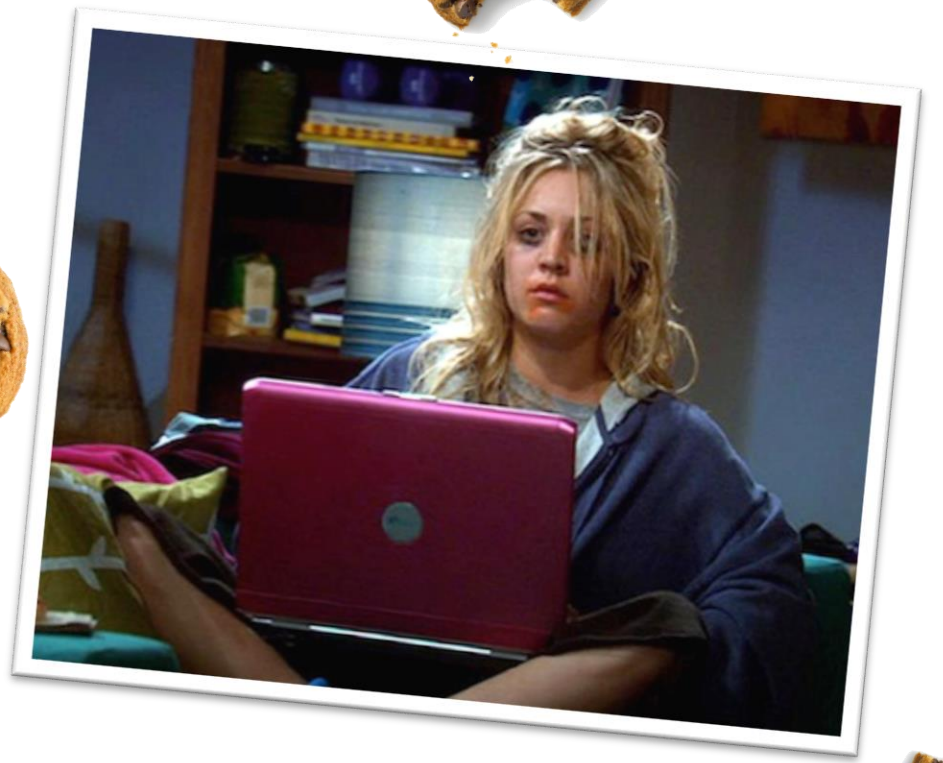
1. The 'thing' itself (new diaper, milk, a nap)
2. Connection (a cuddle, nurture, physical connection/care)

The 'thing' itself feeds the desire for dopamine/serotonin that we get from that 'immediate gratification' (it produces feel-good hormones, temporary relief)

But that's only ONE side of it:

How the wiring got 'mismatched' in our brains

Fast forward to adulthood...



The Endless Loop...

★ We feed ourselves food, mindless TV, mindless web scrolling, compulsive shopping, other activities that numb/distract
★ In turn we are giving ourselves endless amounts of the 'high' itself (the dopamine/serotonin payoff)
★ But what we are truly desiring is CONNECTION (Oxytocin, the safety/love/connection hormone)
★ We are 'feeding' loneliness, isolation, and lack of fulfillment and disconnection with our own coping mechanisms (food, tv, other 'drugs')
★ We are **overfed**...yet still **undernourished**.

Our Drug of Choice:

OXYTOCIN

(The love and 'safety' hormone)

New Awareness:

Ask Yourself Honestly…

So what's A solution?

What if CONNECTION was your solution?

Remember the ACC?

ACC = Acceptance + Connection + Care

- ★ It's where we process it, detect it, and assess whether or not we feel "safe" that we are getting it
- ★ It's also a huge center for registering physical pain and emotional pain
- ★ It's BIGGER and MORE ACTIVE in the female brain than the male brain.
- ★ IT is the part of the brain that REQUIRES connection, and when it doesn't get it, it goes SEARCHING for it.
- ★ Unfortunately it's getting fed DOPAMINE, not OXYTOCIN
- ★ Leaving us chronically overfed, yet under-'nourished'.

We are being
OVERFED, but
UNDERNOURISHED!

The Solution?

(The Short Answer): CONNECT yourself

★ A lot of women don't know how to connect to themselves
★ A lot of women rely on food, TV, mindless activities to get their connection
★ This is one of the MOST powerful things you can possibly influence!
★ Let the conversation begin ☺

Let's Recap

★ Concept 1: Your Female Brain
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The Solution (and Recovery): A NEW Equation. (COMING UP NEXT!)

New Truths:

- ★ The Female Brain IS different than the male brain
- ★ We as females are MORE 'emotional' beings (as in, we are wired this way!)
- ★ The part of our brain that experiences physical and emotional pain is BIGGER and MORE ACTIVE than the male brain.
- ★ It's the part of our brain that is in 'pain' when we reach for comfort foods, numbing activities, or engage in mindless behavior.
- ★ You're not reaching for the 'drug' itself. You want the CONNECTION. You want the OXYTOCIN. We are all drug addicts! ☺

dreamstime

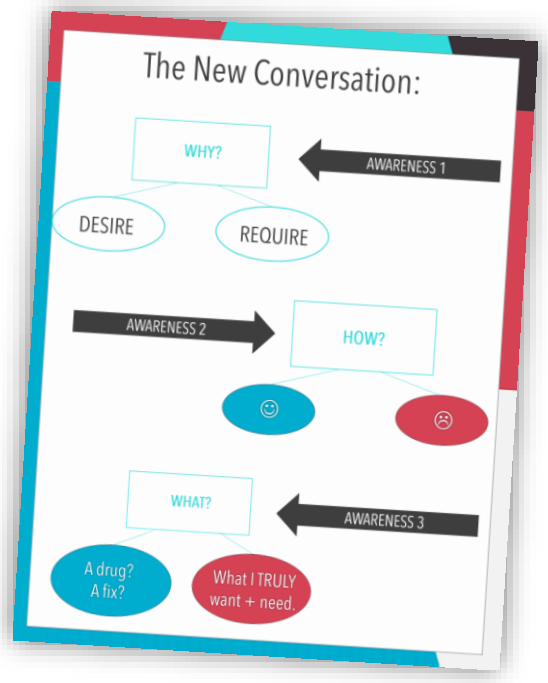
The New Conversation:

Change the game by changing the conversation.

You have Cheat Sheets below this video that corresponds to everything we are about to cover.

3 Awarenesses that will HEAL overeating:

- ★ WHY
- ★ WHAT
- ★ HOW



The 3 Magic Awarenesses:

★The 'Why'
★The 'How'
★The 'What'

Old Thinking Vs. New Thinking:

BLUE

Good/Bad
Right/Wrong
Should/Shouldn't
Restriction
Micromanage
Guilt/Shame

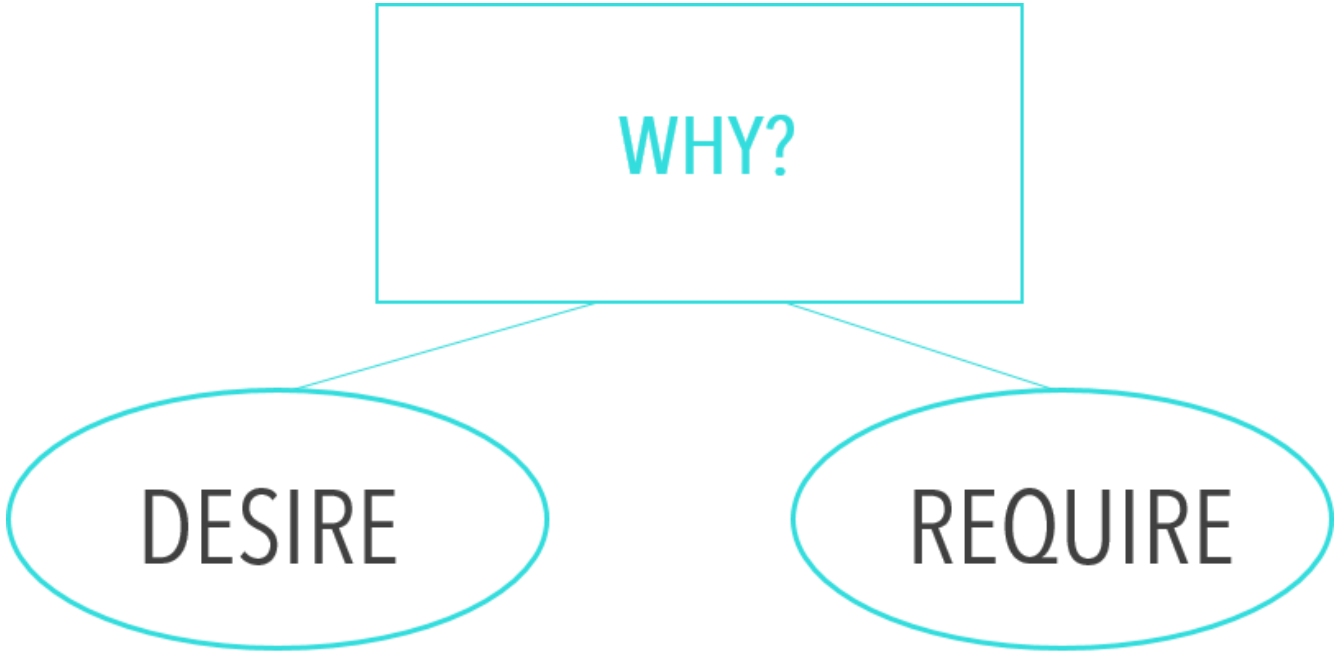
OLD THINKING

RED

The Why
+
The How
+
The What

NEW THINKING

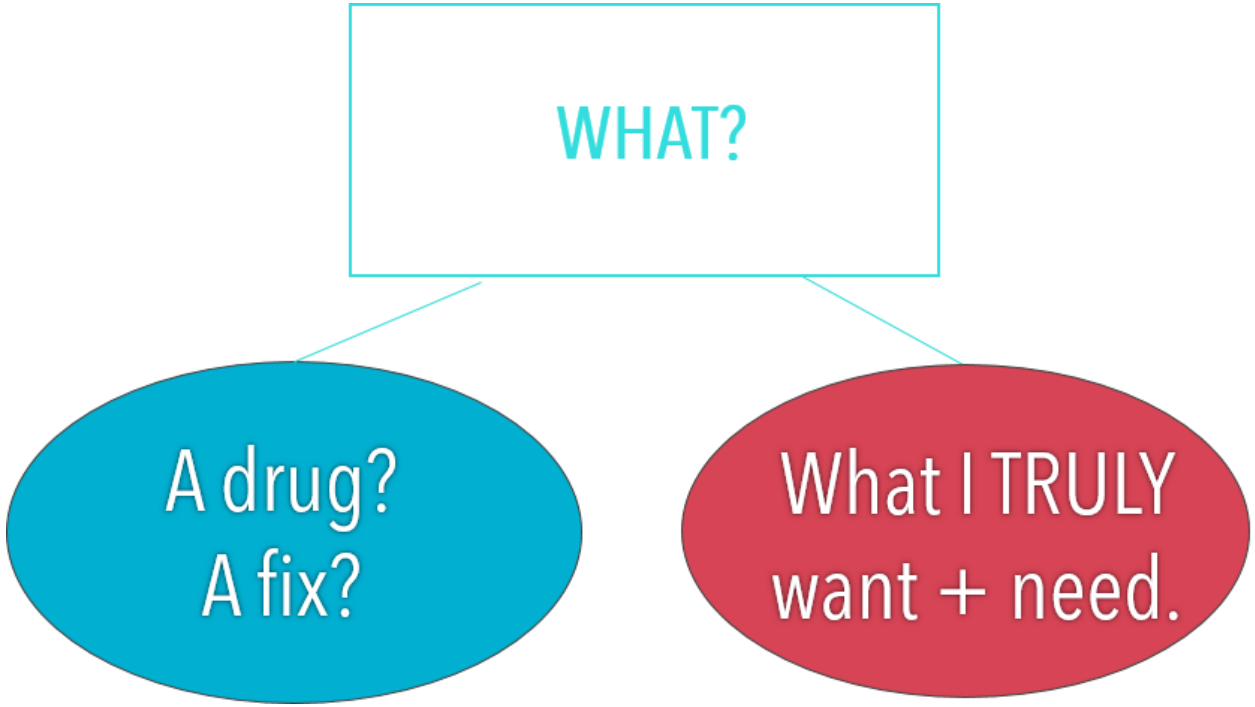
Awareness 1



Do I want it or do I need it?

Make the unconscious **conscious**.
Make the mindless **mindful**.

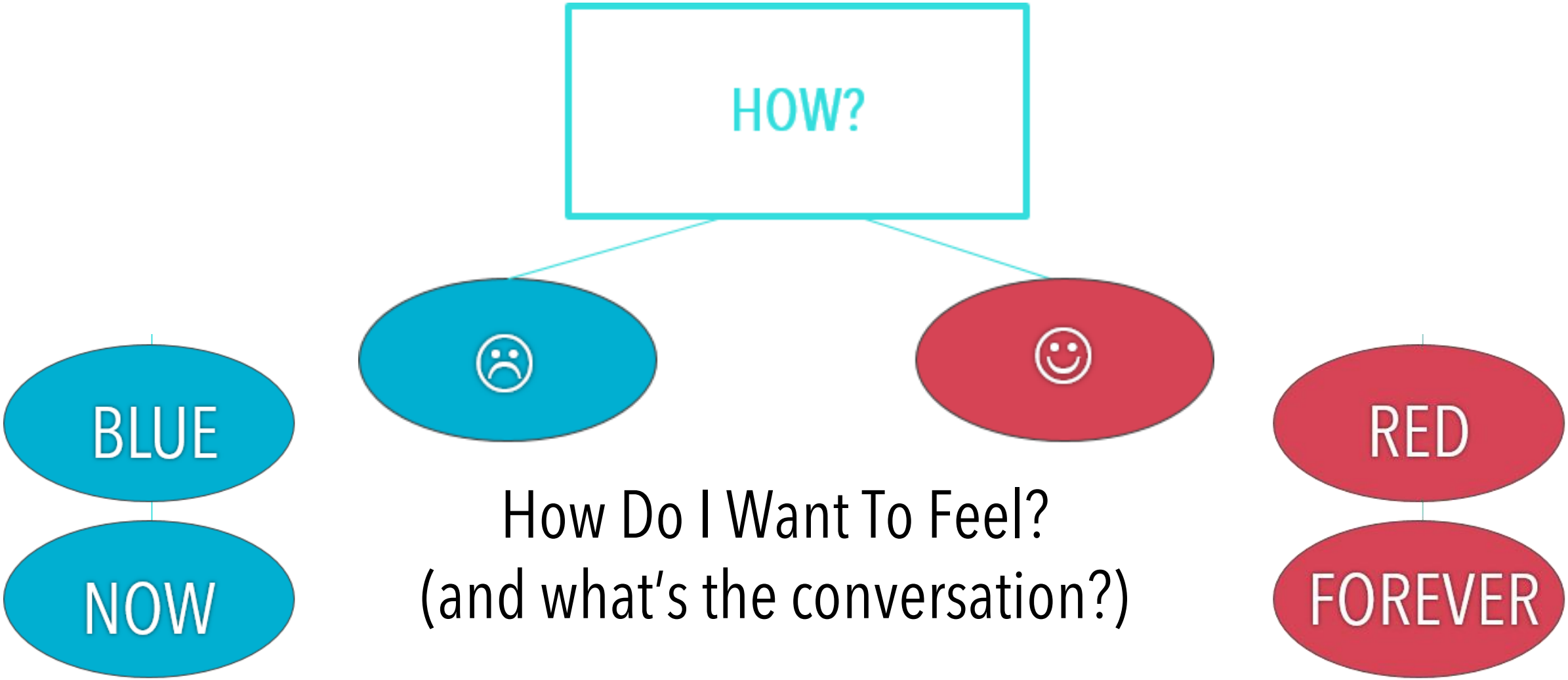
Awareness 2



What Am I Feeding?

You become whatever you practice.

Awareness 3



How Do I Want To Feel?
(and what's the conversation?)

Do THIS, Then THAT...

- ★ Figure out/'Calculate' how you want to feel FIRST.
- ★ THEN choose the actions that would get you there -- that would create THAT.
- ★ Reverse Engineer it.

Bringing it all together...

WHY? (Why am I doing this?)

★ Require/Need

★ Desire/Want

WHAT? (What am I feeding?)

★ A drug? A fix?

★ What do you TRULY want (and need)? (know your 'drug')

HOW? (How do I REALLY want to feel?)

★ Figure out/'Calculate' how you want to feel FIRST.

★ THEN choose the actions that would get you there -- that would create THAT.

Here's What's Next:

- ★ **Grab It:** Healing Your Overeating Explorations
- ★ **Explore It:** Use the guided walk-through to take yourself through the process laid out for you.
- ★ **A NEW EQUATION:** Overcoming your deeply-engrained habits couldn't be any simpler as I provide a new 'RED' for you to focus your time, energy, and attention on. (Use the Cheat Sheets)

Go Get Em' Tiger!