

Banish Cravings For

What does your choice of snack say about you? We reveal the emotions that

Everyone enjoys a little indulgence now and then, but if you're reaching for your favourite snack more often than is healthy – pause before you bite.

According to Dr Doreen Virtue, author of *Losing Your Pounds Of Pain*, the foods we crave are all linked to unconscious efforts to address emotions. Stress causes chemical changes in our brains that lead to cravings, especially for carbohydrates.

So, to beat your craving, you have to address the underlying emotion that's making you comfort eat in the first place.

Next time you want to eat just to make you feel better, take yourself away from temptation (out of the house, if need be). After 15 minutes, ask yourself how you feel. Are you tense? Drained? By figuring out what's at the root of your cravings, you'll learn to banish them. Dr Virtue's research found the following emotions were linked with these common cravings...

FRUSTRATION

Overindulging in nutty or crunchy chocolates like Peanut M&Ms or Minstrels could be a sign you're feeling frustrated. Maybe you're angry about something but are reluctant to confront the issue head on, or perhaps there's tension in your love life? Ask yourself what you wish you could say if you felt better able to express yourself. Now, how can you bring this up with the person who needs to hear it? Have a practise first.



A satisfying crunch

TENSION

Is tension in a romantic relationship making you reach for the chocolate ice cream? Instead of freezing your feelings, talk things through with your loved one. Be specific and keep your focus on how the issue makes you feel to make it easier for them to understand. For example, say,

"When you interrupted me this morning, I felt like you didn't care about my feelings," rather than exploding with a less helpful, "You always interrupt me! You never listen to me!" Then, make up over a bowl of the sweet stuff – it's only half the calories, after all!



OVERWORK

Are you overwhelmed by work or chores? Do you need more energy? Many people in this situation reach for a can of fizzy juice. But like any sugar rush, the feeling won't last, so deal with it in other ways. Get more sleep, take proper breaks and stop taking on too much. Learn to prioritise – and how to say "no"!



Anger suppressants?



THESE STARS ARE JUST LIKE US



Anxious and insecure?

Fern Britton

Fern's husband, Phil Vickery, included all her favourite treats in his book *A Passion For Puddings*



Craving adventure?

Lorraine Kelly

Lorraine's fondness for spicy food shows she craves adventure and excitement in her life



Feeling frustrated?

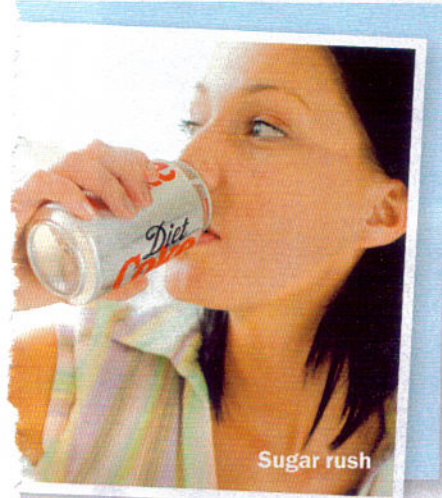
Dawn French

Dawn loves chocolate so much that she confesses to often writing chocolate eating scenes into her TV shows!

revert

ke you crave goodies

Just can't get enough?



Sugar rush

ANGER

Dunking crisps in creamy dips is a nice treat. But if you can't stop at one packet, what are you trying to suppress? Is there someone (including yourself) you feel angry with? Learn to let this anger go before it makes you depressed. Share your frustrations with someone you trust or get rid of pent up aggression through regular exercise.

ANXIETY

Relaxing is the key to stopping craving creamy pastries. If your life feels empty, ask yourself how you'd like to fill it. More fun, or time with friends? Fulfilling work? Volunteering or babysitting?

Just relax

INSECURITY

If one slice of chocolate cake is never enough, ask yourself if you might be feeling empty. Perhaps something's making you feel insecure or unloved? Before slicing into that sponge, ask yourself what would make you feel more secure. If you're worried about your performance at work,



consider scheduling a one-to-one with your boss so you can talk about what's going well and also identify areas for improvement. If you feel unloved, be direct with your partner. For a more subtle approach, treat yourself the way you'd like to be treated, perhaps by buying yourself flowers or arranging a trip away.

LONELINESS

Cheeses and yoghurts can be a healthy treat but, if you're going overboard, ask yourself if you're feeling unloved. Are you craving nurturing and comfort? Start by being kind to yourself and think of ways you'd like others to show their love, too.

