

Hypnosis and Weight Loss



Presented by:
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Achieving Your Weight Loss/Body Shape Goals

INFORMATION

GOOD NEWS...It's NOT your fault! We have been given incorrect and misleading information about diet, weight loss and health from many reputable sources.

We need new information to help us understand how our old way of eating is making us heavy and sick.

With new information comes an *understanding* that will help you with the next ingredient, finding the Motivation you need to achieve your goals.

MOTIVATION

Once you understand how weight gain/loss really works, you can begin the process of adjusting your beliefs, attitudes and feelings that will fuel your motivation to create new behaviors, habits and a lifestyle that will manifest your weight loss and body image goals easily and effortlessly.

Motivation alone is not enough. Even if you're the most motivated person in the world, if you're doing the "wrong things," you will not achieve your weight loss goal. It is the combination of motivation and proper information that will lead to the successful outcome you desire.

EVOLUTION: Biological vs. Cultural

Evolution happens very slowly – We have biologically and genetically been evolving for million of years.

Paleolithic Era – We have been evolving as Hunter-Gatherers for 100,000 generations or about 95.5 % of our evolutionary history.

Agricultural Era – We have only been farming and eating modified foods for only 300 generations or about .5% of our evolutionary history.

Industrial Era – We have been eating processed flours, sugars and foods for only 20 generations or .01% of our evolutionary history.

Biologically we are still Hunter-Gatherers and the Hunter-Gatherers diet is still our biological normal. This is the way we are genetically engineered to consume food. Our Cultural Evolution, however, has far outpaced our Biological Evolution. We are Hunter-Gatherers eating an Industrial diet, the equivalent of feeding soda to a Lion.

How did we out-survive other competitive species?

Hunter-Gatherers had to walk an average of 18 miles a day in order to hunt and gather enough calories to feed their hungry brains on a daily basis. Some days they were successful and some days they were not. It was a feast or famine lifestyle.

In evolution, we survived because we developed the genetic ability to store fat more efficiently than other competing species. We are really great at storing fat. We store fat better than any other mammal. This ability to store fat easily and efficiently allowed us to survive famines better than our competitors.

How it works:

Answer: Insulin and our ability to store fat.

It's a simple system that works the same way today as it did for the past million years and the key is Insulin. Insulin is the key hormone that tells your body to either store or burn body fat.

Your big brain needs plenty of glucose in your blood to function and survive. If you have enough glucose in your blood to function then your Insulin kicks in and signals your body to store fat. If you do NOT have enough glucose in your blood sugar to sustain your hungry brain then the Insulin (or lack there of) triggers your body to burn fat. When the body is burning your body fat to supply glucose we call this Ketosis.

Ketosis is the key to burning fat, losing weight and achieving the body you desire. The regulation of your Insulin is the key to keeping your body in the state of Ketosis.

So what did Hunter-Gatherers eat?

1. Animal Proteins, animal fats, fish and seafood
2. Seeds, nuts, leafy green plants, roots
3. Seasonal fruits – mostly berries in very small amounts and infrequently.

What did Hunter-Gatherers NOT eat?

1. High Carbohydrate diets
2. Refined Carbohydrates
3. Refined Sugars or almost any Natural Sugars
4. High Fructose Corn Syrup
5. Sugar laden foods and beverages

All of these foods trigger Insulin in our bodies, which then signal our bodies to STORE FAT!

Insulin = key hormone in weight gain/weight loss. Regulating our Insulin is the key to achieving our weight loss/lean body goals.

What else did Hunter Gathers NOT have?

1. Obesity
2. Diabetes
3. Heart Disease
4. Tooth Decay
5. Cancer
6. Alzheimer's Disease

These diseases did NOT start to appear until we started farming some 10,000 years ago. Regulating our Insulin plays a key role in avoiding these diseases.

INFORMATION – GOOD VS. BAD

Information comes to us in two forms, good and bad. For decades, we have been receiving some bad information about weight loss and diet. This is not our fault. This is information we received from what should have been reliable sources such as the medical community and the U.S. Food and Drug Administration. We don't want to dwell on this fact. It's all about history and learning. We used to think the world was flat and that all the planets revolved around the Universe. Wrong! Oh well, let's just adjust our beliefs and move on, right?

Misinformation about diet and food has been holding us back for years. Many of us have put forth effort and energy to follow really good diet advice, only to fail or quickly gain the weight back. This in large part is due to Dietary/Food Myths.

Here are some common Diet Myths we need to let go of:

1. Fats make you Fat
2. A health diet should consist of 70% carbohydrates
3. Meat and eggs are bad for you.
4. Don't eat butter
5. You need to eat fruits in order to have a healthy diet
6. Exercise is the best way to lose weight
7. Weight loss is just a matter of Calories in vs. Calories out

Here's the Good News!

1. Exercise is NOT a weight loss plan
2. Starvation is NOT a weight loss plan
3. Learn to eat according to your evolutionary biology and the weight will fall off effortlessly
4. Not only will you lose weight and achieve your lean body goals, you will also be preventing heart disease, diabetes, cancer, tooth decay, and more, plus it will also help with anxiety, depression and mood swings.

So what does my evolutionary biology tell me to eat?

1. Meat, Fish, Seafood
2. Green vegetables
3. Fats, nuts, cheese, avocados

What foods trigger my Insulin and should NOT be eaten?

1. Sugars
2. Starchy Carbohydrates
3. Wheat, breads, cakes, flour, tortillas, rice, pasta, etc.
4. Fruits, fruit juices
5. Legumes (beans)

Why should we NOT eat these wonderfully tasty and satisfying foods?

Answer: Because all these foods turn to sugar in our bodies and trigger our Insulin which signals our bodies to store fat. The body makes very little distinction between bread, pasta, fruit juice or sugar. As far as your Insulin is concerned, it's all sugar.

Is this possible to live a life without pasta, breads, sodas, beans and rice?

Answer: Yes! Not only is it possible but it can become, in a very short period of time, effortless.

How?

Answer: MOTIVATION

Now that we understand why we gain weight, what foods make us gain weight, what foods we should be eating to lose weight, shouldn't it be easy to muster up the motivation to do that?

Answer: NO!

Why not? Why can't we just do what we know is good for us?

Answer: ADDICTION

Sugar/Carbs = Crack!

Yes, that right, sugar and all forms of sugar from carbohydrates are just like crack. You're addicted.

What constitutes an addiction? Well, when you are engaging in a behavior or consuming a substance that you know is preventing you from achieving your goals, holding you back from your dreams and is even damaging your health, shortening your life and possibly actively killing you, and you can't stop doing it, well then its fair to say it's an addiction.

And you are NOT alone, America is addicted to sugar.

So how do we address an addiction?

No one quits because it tastes bad.

Sure it tastes good. Cigarettes taste good to smokers; Crack tastes good to Crack addicts. Pasta, cakes, rice, potatoes all taste good. But how long does that good taste last? It lasts only as long as it is in your mouth, minutes in fact.

Overcoming an addiction represents the shift between Instant Gratifications vs. Delayed Gratification.

What's in it for me?

That is the key! What does having a lean body mean to you? How will it make you feel? How will it make you look? How will it change your life? Can that delayed gratification benefit begin to outweigh the momentary gratification of that good taste in your mouth? Can achieving your goal be more gratifying?

“Nothing tastes as good as Skinny feels” said Kate Moss.

And let's not perpetuate any more myths here either. You can still eat really tasty food. A great steak, eggs and bacon, pork chops gourmet greens and salads. You're NOT starving here.

Beliefs!

We have to attack these change by addressing these false beliefs:

1. Eating is entertainment
2. I have to give up all satisfying foods
3. Food is love
4. Its NOT a meal without desert
5. It can't be done
6. I can't do it
7. My body works differently than other peoples bodies
8. Life is no fun without carbs
9. We need bread and fruit to be healthy

How do we change these beliefs?

1. Becoming aware of them and acknowledging their falsehood
2. Changing the emotions that we have attached to them
3. Replacing them with beliefs that support the new behaviors and lifestyle we wish to have

Changing feelings about certain foods: GMOs

1. Potatoes
2. Corn
3. Fruits
4. Wheat

Other Benefits: Being lighter is much healthier for your heart, your knees, and your back.

Tools for Addiction:

1. Just don't eat sugar/carbs no matter what
2. One Day at a time
3. This Too Shall Pass
4. Think Through the Drink

Hypnosis is a Powerful Tool

With hypnosis we can reprogram our subconscious mind (our life script) from what it is now, to what we want it to be! We can program in new positive thoughts, beliefs, motivations and behavior. We can create new positive associations in our subconscious mind that will result in new behaviors and motivation that will move you toward your goals.

Create a clear vision of your goal, ideal weight and size, and how it feels to be there:

- The benefits of being at your ideal weight, size and health.
- The reasons you want to be at your goal weight.
- The positive emotions you'd feel if you were at your goal weight and size, and feeling healthy right now.

Now list all of these personal motivating reasons, the benefits, and positive emotions for being at your ideal goal weight:

Emotional Eating – What are you really hungry for?

Sometimes food represents love, comfort, companionship, relaxation, reward, excitement, or is always there for you, like a best friend. We can reprogram your subconscious mind to create these positive things in your life without using food.

If you eat when you're sad, angry, lonely, bored, tired or just out of habit because you're in front of the TV, we can reprogram your subconscious and replace it with healthier choices and options.

List some enjoyable activities you can do instead of eating, or things that make you happy:

Anchor for a resourceful state: 2- 3 words (use instead of eating to relax)

VISION BOARD

A Fun and Powerful Way to Reach and Maintain Your Goal Weight!



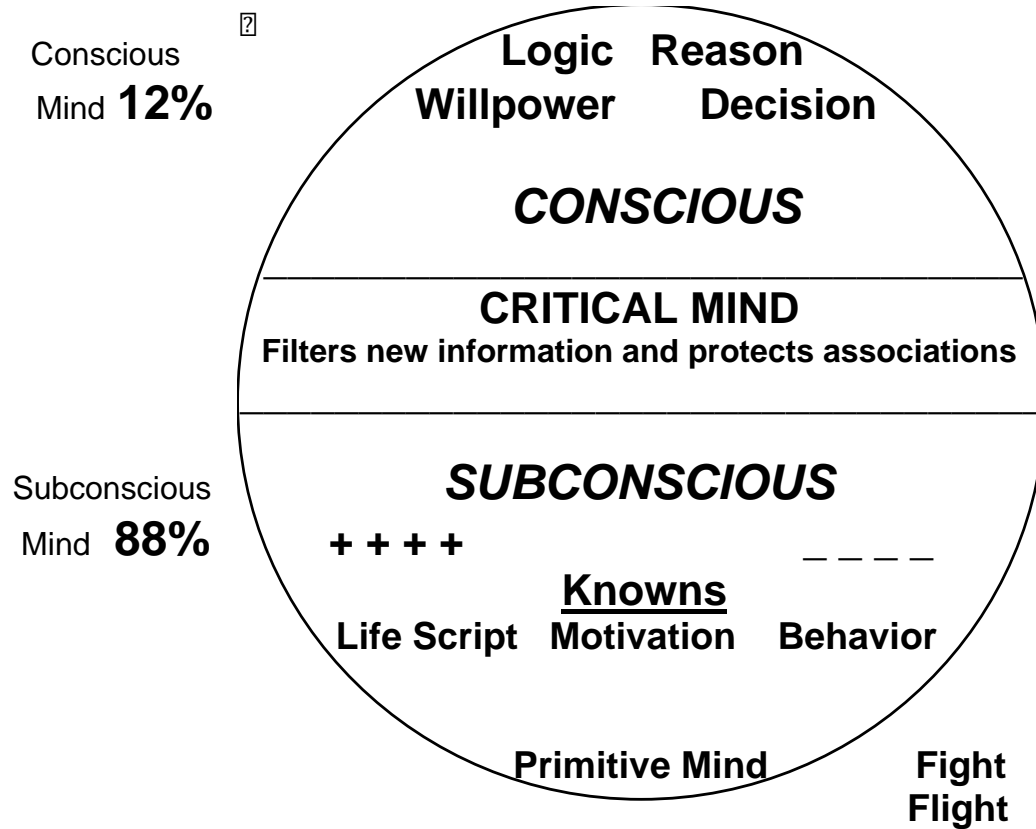
The Law of Attraction and Reprogramming your Subconscious Mind are KEY to manifesting weight loss, more health, happiness and success into your life. Creating a Vision Board is a fun, easy and powerful method for manifesting your goals and dreams into reality.

Our mind works like a magnet – whatever energy you radiate and send out with your thoughts and feelings is what you will attract into your life. **Your personal Vision Board** solidifies positive images in your mind and sends a powerful signal to both the universe and your subconscious mind exactly what you want to manifest. Our minds are like magnificent computers, so let's program them for success, joy, happiness and your goal weight!

To make a Vision Board: Simply start cutting out pictures and words from magazines that represent what you want in your life and how you want to look and feel. Then paste these pictures on a board that you can look at each day to connect visually to what you are manifesting in your life. Cut out pictures that represent health, happiness, relaxation, vibrant energy, healthy foods, exercise, etc. Even cut out a picture of a healthy fit person that you can relate to and paste a picture of your own head on it. A picture is worth a thousand words, and to the subconscious mind, images are fuel for change – it's how the subconscious learns.

So make your own personal Vision Board and look at it every day, morning and night, to keep your mind and body focused on where you are headed and what you are manifesting.

THE THEORY OF THE MIND AND HOW BEHAVIOR IS PROGRAMMED



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JORGE
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COUNT ONLY
SUGAR CALORIES
AND LOSE UP TO 18
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A new study from *Tufts University* shows that the brain can be trained to prefer healthy food over junk food. The study reports that food addiction can be changed using a diet that does not leave people hungry. (1)

Scientists scanned the addiction centre of the brain in men and women. They studied the part of the brain linked to reward an addiction in 13 overweight and obese men and women. Eight of these participants were taking part in a specially designed weight-loss program. (1)

High fiber, protein and low carbohydrate foods allowed participants to break food addiction

The study focused on changing food preferences by eating a diet high in fiber, protein and low in carbohydrates. When brains were scanned at the end of the six month time period, those that participated in the new diet showed changes in the brain's reward center. (1)

When shown different types of food, healthy food triggered action within the brain's reward center and decreased sensitivity to junk food. (1)

The study's results showed an increase in cravings for healthy foods. Professor Susan B. Roberts, reported, "We don't start out in life loving French fries, this conditioning happens over time in response to eating – repeatedly – what is out there in the toxic food environment." (3)

Study results may allow people to achieve sustainable weight control

"There is much more research to be done here, involving many more participants, long-term follow-up and investigating more areas of the brain," Prof Roberts said. (1)

"Our study shows those who participated in it had an increased desire for healthier foods along with a decreased preference for unhealthy foods," co-author Sai Krupa Das, an assistant professor at Tufts, said in the release, "the combined effects of which are probably critical for sustainable weight control." (2)

For those who desire to lose weight or change their diet, this information could help encourage people to push through cravings and avoid the urge to use fad diet trends that allow them to enjoy their favorite junk foods with fewer calories.

Sources for this article include:

(1) www.bbc.com (2) time.com (3) www.foxnews.com

Image source: <https://flic.kr/p/dbyBpQ>

Survey finds 90 percent overlook key to weight loss

Expert says diets fail because people don't address the emotional aspects of food

Credit: Orlando Health

Orlando, Florida - Tens of millions of Americans vow each year to lose weight in the New Year, and while their intentions are good, most of the time their results are not. It's estimated that only 8 percent of those who make New Year's resolutions actually keep them.

Even if weight is lost initially, it usually returns. Studies show nearly 2 out of 3 people who lose 5 percent of their total weight will gain it back, and the more weight you lose, the less your chances of keeping it off.

"That's not surprising," said Diane Robinson, PhD, a neuropsychologist and Program Director of Integrative Medicine at Orlando Health. "Most people focus almost entirely on the physical aspects of weight loss, like diet and exercise. But there is an emotional component to food that the vast majority of people simply overlook and it can quickly sabotage their efforts."

A recent national survey of more than a thousand people commissioned by Orlando Health found that 31 percent of Americans think a lack of exercise is the biggest barrier to weight loss, followed by those who say it's what you eat (26%) and the cost of a healthy lifestyle (17%). Another 12 percent said the biggest barrier to weight loss was the necessary time commitment.

Only 1 in 10, however, thought psychological well-being was a factor. "That may explain why so many of us struggle," said Robinson. "In order to lose weight and keep it off long term, we need to do more than just think about what we eat, we also need to understand why we're eating."

From a very young age we're emotionally attached to food. As children we're often given treats, both to console us when we're upset, and to reward us for good behavior. Most celebrations, like Halloween, Thanksgiving and Valentine's Day are food-focused, and birthdays are spent sharing cake. Even the mere smell of certain foods, like cookies in grandma's oven, can create powerful emotional connections that last a lifetime.

"If we're aware of it or not, we are conditioned to use food not only for nourishment, but for comfort," said Robinson. "That's not a bad thing, necessarily, as long as we acknowledge it and deal with it appropriately." "Whenever the brain experiences pleasure for any reason it reacts the same way.

Whether it's derived from drugs, a romantic encounter or a satisfying meal, the brain releases a neurotransmitter known as dopamine. "We feel good whenever that process is activated," said Robinson, "but when we start to put food into that equation and it becomes our reward, it can have negative consequences."

In fact, researchers have found a link between emotional issues like stress, anxiety and depression, and higher body mass indexes (BMI). Many of us can relate to the idea of overindulging at happy hour after a bad day at the office, for example, or eating a pint of ice cream to help us deal with bad news.

That was common coping mechanism for Shekyra DeCree, of Columbus, Ohio. "As a mental health therapist, my job can be very stressful, and everyday when I got home from work, the first thing I would do is go to the refrigerator," she said. "That was my way to calm down and relax."

After recognizing the emotional attachment she had with food, DeCree started making conscious changes. In just over one year, she's lost more than 100 pounds.

"I'd gone on countless diets and tried to exercise before, but this was different," she said. "You have to change the way you deal with your emotions, your stress and anxiety. Once I understood the mental aspect, I felt free."

Robinson offers these tips to help recognize the emotional connection you may have to food:

- Keep a daily diary logging your food and your mood, and look for unhealthy patterns.
- Identify foods that make you feel good and write down why you eat them. Do they evoke a memory or are you craving those foods out of stress?
- Before you have any snack or meal ask yourself: Am I eating this because I'm hungry? If the answer is no, look for the root of your motive.

The goal is to take emotion out of eating and see food as nourishment, not as a reward or coping mechanism. If you struggle, don't be shy about finding help. "When we're focused on the physical aspects of weight loss, many of us have no problem joining a gym or hiring a trainer," said Robinson. "How about joining a support group or hiring a psychologist?" she said. "If getting your body in shape hasn't work out yet, maybe this time start with your mind."