

Can food
really
be **addictive**?



THE MEDIA

Lose weight without dieting



Sensa Inc.'s former CEO A. Golding and the creator and endorser Dr. Alan Hirsch were ordered to pay \$26.5 million as part of a \$46.5 million judgment.

Quick and easy way to lose weight



\$ 1 million settlement and removal from market; \$2.2 m settlement

What the weight loss industry doesn't want
you to know....

**They are not willing to answer these
questions:**

- Do dieters continue to lose weight after 3-6 months?
- Does some of the weight lost return?
- Do some dieters regain more weight than they've lost?
- How many people complete their programs



The diet business: Banking on failure

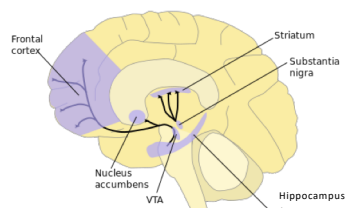
BBC News Online



The diet business has never been in better shape - unlike many of its customers. But with research suggesting 95% of slimmers regain the weight, does the diet industry rely on our failure to make its profits?

Fat Phobia Increasing

- 1 in 4 college aged women uses unhealthy dieting measures to lose weight (ANRED)
- Canadian Women's Health network warns that girls as young as 5 and 6 are dieting
- Girls as young as 3 are already emotionally invested in being thin, to the point where some even will avoid touching game pieces that depict a fat individual (Jennifer Hartiger of Pepperdine University in Malibu, Calif.)



Brain Reward

• Increases in dopamine:

- Food – 150%
- Cocaine – 350%
- Crystal Meth - >1000%
- Morphine – 250%
- Nicotine – 250%
- Alcohol – 200%
- Sex – 250%

Dopamine Reward Center


- Triad of Addiction:
 - loss of control – using when there is no enjoyment
 - continued use despite negative consequences
 - preoccupation with the drug or behavior



THE FOOD INDUSTRY

Food Industry

THE FOOD INDUSTRY




The Corny Truth About
HIGH FRUCTOSE CORN SYRUP

Top 10 Foods with the Highest Quantity of HFCS:

1) Yogurt	6) Boxed Mac n Cheese
2) Bread	7) Salad Dressing
3) Frozen Pizza	8) Tomato-Based Sauces
4) Cereal Bars	9) Apple Sauce
5) Cocktail Peanuts	10) Canned Fruit

*High Fructose Corn Syrup has been linked directly to obesity, diabetes and metabolic dysfunction





FOOD INDUSTRY

What is
Addiction?

?

Addiction

- ASAM defines addiction as a

**primary, chronic disease of
brain reward, motivation,
memory and related and
circuitry**

Defining food addiction

Food Addicts in Recovery Anonymous

An obsession with food and weight that keeps one from living a fulfilling life. Among us are people who have weighed less than 100 pounds, people who have weighed more than 400 pounds and people who have maintained a normal weight.

- foodaddicts.org



Defining food addiction

- **Yale Food Addiction Scale**
 - Developed to identify those individuals who show markers of substance dependence with the consumption of high sugar/high fat foods
 - Food addiction symptoms:
 - Tolerance
 - Withdrawal
 - Loss of control
 - Attempt to cut back
 - Consequences
 - Yale Food Addiction Scale (Gearhardt, et al., 2012)

Yale Food Addiction Scale

- Prevalence:
 - 5.8% of women met criteria for FA
 - Younger women (45-64) = 8.4%
- Most common food addiction symptoms include:
 - Persistent desire or unsuccessful efforts to cut down or control eating
 - 100% of obese respondents
 - Continued eating despite physical or psychological symptoms
 - Tolerance
- Meule, A. & Gearhardt, A.N. Curr Addict Rep (2014) 1: 193.
- Flint et al. [Am J Clin Nutr](#), 2014 Mar;99(3):578-86

Defining food addiction

- Food addiction (like Substance Use Disorder (SUD) works through the dopamine and opiate pathways
- fMRI studies show subjects with high scores on the YFAS (Yale Food Addiction Scale) regardless of weight show significant differences in brain activity in response to anticipated food intake (same as for SUD) (Gearhardt, et al., 2011)
- Alternating restriction and availability of food may produce addictive patterns of eating (Corwin and Hoebel, 2009)

How do you identify the food addict?

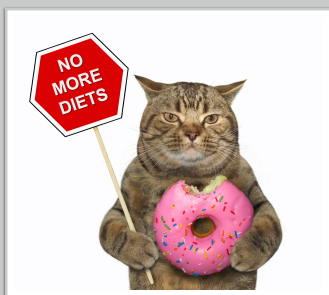


7 Steps to Overcoming Food Addiction

Maryann's Story

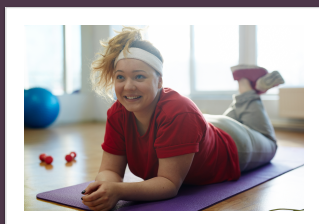


#1 – Get Off The Diet Treadmill





#2 – Identify
The Root
Cause



Step #3 –
Take action
to change
your
relationship
with food
and your
body

Step #4-
Identifying
the root
cause