

Weight Intelligence

Weight Intelligence is a Body Balance concept designed to help people get away from the concept of dieting and to regain control over their eating habits. They do this by getting in tune with their body's natural regulatory systems, their innate wisdom and their emotions.



Food for fuel not for comfort

A growing number of people have a distorted emotional relationship with food. They use it as a source of comfort when its real purpose is to provide fuel for the body. This leads to compulsive overeating, binge eating, feelings of shame, more comfort eating and spiralling weight gain. The result can be years of yo yo dieting. Comfort eaters become chronic dieters, lurching from one latest diet to the next, feeling out of control around eating and drinking.

Diets don't work

The weight loss industry is worth billions of euros per week. It is big business and yet people are getting fatter, obesity has become an epidemic. Dieting is not the solution. If you have been on the dieting treadmill for any number of years, you know that dieting sets people up for failure. They become afraid of never being able to maintain their ideal weight.

Few people are tackling the root causes of weight gain which are:

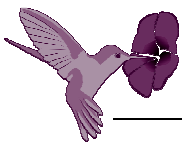
- Eating and drinking too much, often the wrong kinds of foods
- Exercising too little
- Stress and too little sleep
- Using food to deal with emotions
- Deep seated programming around cultural eating habits

Confusion and lack of trust in self

There is much confusion about food, dieting and weight gain. For too long popular weight management advice has been stuck, addressing solely **WHAT** we eat, rather than **WHY** we eat, often giving out of date dietary advice that encourages cravings and weight gain in the long term.

For example the obsession with low fat over the last thirty years has caused a sharp increase in the consumption of starchy and sugary foods which not only cause weight gain, but lead to blood sugar disruption, cravings and type 2 diabetes.

Most diets and support groups, like Weight Watchers, treat the dieter as someone who needs to lose weight. They are numbers of kilos measured on a scale that must go down to signify success. Clearly this approach does not work in the long term.



21st century weight management must treat the person as a whole human being. For long term change to take place, it's time to take a holistic view that tackles the emotional relationship with food that keeps people stuck in an endless cycle of compulsive and emotional overeating, weight gain and dieting.

Biochemical imbalances

Many overweight people suffer from biochemical imbalances that go unrecognised and lead to food cravings and feelings of physical and emotional instability. Just about everyone starting a Weight Intelligence programme suffers from some degree of blood sugar disruption. Some of those are discovered to be insulin resistant (detected with a simple blood test). As insulin resistance is the precursor to type 2 diabetes, it is important that it is picked up and treated through Optimum Nutrition and appropriate supplements or medication.

Many also suffer from low thyroid function, food intolerances, digestive dysfunction and deficiencies in important vitamins, minerals and essential fatty acids. All of which leads to low energy and feelings of being out of balance both emotionally and physically.

Bringing the body back into balance creates better health than most Weight Intelligence participants have experienced in a long time. It also liberates them from cravings, mood swings and fatigue.

Conscious eating: Say 'no' and mean it

We are perfectly designed to know when we need food - we feel hungry. Yet most of us eat for every reason under the sun except hunger. We eat for comfort, to deal with emotional and physical pain, for social reasons, so as not to offend others, out of fear of being hungry, or just because food is there.

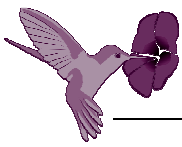
Many of us grew up out of touch with our innate appetite cues due to family and society pressures to please others. Many of us experienced being forced to finish everything on our plate. We learnt to eat food when we were hurt or unhappy. We gave into emotional manipulation, eating food because we didn't want to offend the giver.

What this taught us is a lack of trust in ourselves to know how much to eat and when to stop. We are adrift in a sea of food with a deactivated guidance system that no longer protects us from excess.

Unconscious eaters

Most people are unconscious eaters, pushing food and drink into their mouths for every reason except hunger. Being out of touch means that overeaters can consume a whole packet of biscuits or crisps, box of chocolates, bottle of wine ... "without even realising it", as though they have experienced a temporary loss of consciousness while the food was passing their lips.

Eating should be as natural as breathing yet, hardly surprising, most overeaters feel out of control around food. They are stuck in a cycle where they resist foods, feel



deprived, give in to temptation, feel ashamed and guilty, eat to feel better, feel disgusted, resist foods ... over and over again.

They imbue food with emotional power over them, using words like “forbidden”, “guilt”, “sinned”, “failure”, “willpower”, “temptation”, “wrong”, “resist”, “good”, “bad”.

Like hamsters on a treadmill, overeaters self-sabotage without ever knowing why. It is exhausting, demoralising and confidence-shattering. No wonder most overeaters suffer from low self-esteem.

Look for the solution within

The reason that self-help and diet books are so popular is that we are busy looking for the solution outside of ourselves. We look to others to tell us how to eat, when all the time, we have the perfect internal system just waiting to be re-activated.

The Body Balance concept is based on the premise that people can change deeply entrenched habits and beliefs about themselves by getting in touch with their innate wisdom. This becomes easy when they learn how the mind and body work, in all their complexities.

Most unconscious eaters say ‘yes’ when they mean ‘no’, feel terrible and then eat to feel better. To change this behaviour you must understand what is happening and gain emotional clarity. This means knowing what you want, having the confidence to ask for what you want and how to handle rejection without overeating or drinking. You learn to set personal boundaries and say ‘no’, graciously and respectfully. This approach is a more dynamic way of communication with self and with others and increases self-confidence.