

FOOD FREEDOM 4EVER

September 2022 EDITION



DO YOU NEED TO
REBOOT?

BACK TO
SCHOOL
ONE POT
SLOW
COOKER
RECIPES



I cannot believe it is already September!!!

What a fabulous summer with have had in Europe, the sun has shone nearly all summer long and I find that it really does lift my mood when the sun is shining.

However, the summer has some down sides to it as well. Whilst most of my food is much healthier, fresh fruit, vegetables, barbecues etc, I also found myself indulging in a few too many ice creams and other so called 'treats'.

So It is time to get my shit together and get my brain and body back in the game. All of you will be aware of how much better we feel without all of that processed rubbish in our bodies. Our skin is better, our digestion is better, we have more energy and we are lighter!

So on 10th September we are starting a new Brain & Body Reboot and all of you are invited to join, It will be very similar to the old one but a more condensed version with shorter videos to watch each day and some new recipes. If you are reading this magazine and you are currently subscribed to one of my courses then you will receive a FREE place.

If you are pre op the reboot is completely suitable for pre op, I will help you with a few tweaks but it is perfect for a pre op diet program.



If you know anyone who would like to join us, whether they have had surgery or not, please send them to sign up [here](#) and they will receive a 10% discount by putting in code SEPTEMBER10. The normal price is £49.99, so it will be £44.99 for them.

The article for this month is a copy of my emotional eating e-book, Have your CHUM's become too MUCH. A reminder for those of you who have been around for a while about all of our different parts of brain that are trying to protect us with food and how they are all very confused and need the good sound management of your human thinking, rational brain to get back in charge.



The book club choice is not a book this month, it is a selection of poems about our CHUM'S by our very own, exceptionally talented Elizabeth Dwyer.

At the end of the reboot, I will be doing a masterclass on the long term food plan going forward. I think this will be very apt for all of us to remind ourselves as to how we should be balancing our foods each day for optimal nutrition and weight management.

Let's work together and support each other to get back on track (for those who need to) and release any excess weight we may be carrying that is not serving us before Christmas (which by the way is only 16 weeks away!)

I have decided to join a choir. I have been considering this for many years and I have decided to take the plunge in September. The choir meets on a Tuesday evening, so future support groups will now be on a Thursday evening from 7pm, unless otherwise notified in the monthly agenda.

Amanda



September Agenda

The group support sessions will now start at 19.00 and the first half hour will be concentrating on life after bariatric surgery to help support some of our newcomers who have recently had or are contemplating surgery. This is the place where you can ask questions specific to bariatric surgery and your journey.

From 19.30 - 20.30 we will then open up the meeting to everyone and this will be a support group meeting where I will help people and do some individual coaching with each person.

This month there will be no support session week of 22nd August because I am on holiday.

September Agenda

| DAY | SESSIONS |
|---------------|---|
| Tuesday 6th | 19.00 GMT - Your Bariatric Success support meeting followed by group coaching and Q and A |
| Thursday 15th | 19.00 GMT - Your Bariatric Success support meeting followed by group coaching and Q and A |
| Thursday 22nd | 19.00 GMT - Masterclass - 28 days and beyond food plan |
| Thursday 29th | 19.00 GMT - Your Bariatric Success support meeting followed by group coaching and Q and A |



STOP
emotional
eating and
START
living



HAVE YOUR
CHUM'S
BECOME TOO
MUCH?

A guide to
understanding
the psychology
behind your
emotional eating
and how you can
get back in
control of your
own life



Introduction

WHAT IS EMOTIONAL EATING?

The medicine.net definition of Emotional eating is as follows:-

Emotional eating is the practice of consuming large quantities of food -- usually "comfort" or junk foods -- in response to feelings instead of hunger.

It goes on to say that "Experts estimate that 75% of overeating is caused by emotions."

However, many of my clients say. "I am not an emotional eater, I just love food. I eat when I am happy, sad, I just eat all the time. I am just greedy".

I think that this is very rarely true; that people overeat consistently because they are just greedy.

It is interesting to note that most people believe that their biggest trigger for emotional eating is boredom. Not pain, anxiety, grief, in fact during times of huge emotional highs and lows people tend to eat less. They say that the 'break-up diet' is the best diet in the world. This is because our mind is so consumed with such huge feelings that we cannot get away from them and we have to face them. The same with joyous feelings, when we fall in love for example, we often find it difficult to eat because the excitement and pure joy is so all consuming that we cannot get away from the feeling so we go with the feelings and are more likely to face them.

It is usually during the quiet times, when there is no drama; such as when people stop work in the evening and are sat quietly, or in the night when no one is around that emotional eating can be at its worst.

Then that small nagging feeling – what I call “mehhh” comes in. Something is just not right, you feel uncomfortable. You feel irritable and discontented. So you eat.

Emotional eating is a very misunderstood concept. It is often not what people think it is.

Most people also believe it is something that is completely under our conscious control and that with enough willpower we can ‘pull ourselves together’ and get over it.

What is willpower? It is defined as "the control of one's impulses and actions". However, this assumes that we are always consciously aware of our impulses and actions. What if I told you that you are not always consciously aware of your impulses and actions? Would you believe me?

Answer these questions:

1. Have you ever driven in your car somewhere and when you got there not even remembered driving there?
2. Have you ever eaten half a packet of biscuits or a full family packet of crisps without even realising it?
3. Have you ever felt like your body has been taken over by an alien when it comes to eating and you just cannot stop however hard you try?

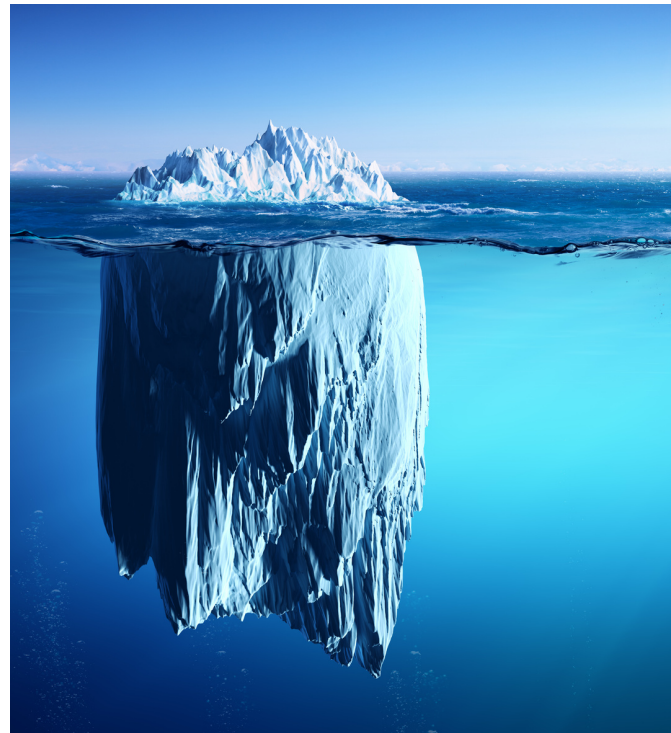
Much of our actions are driven by our subconscious brain. It is like an iceberg, our conscious thinking brain is only about 10% of what drives our behaviour, the rest of our behaviour is driven by our subconscious and other parts of the brain which are like the part of the iceberg that is under water. You can't see it, but by God it is powerful. Let's face it, it sank the unsinkable.

So now you know that 90% of your actions and behaviour are being driven by parts of your brain that you have no conscious knowledge of then you can forgive yourself for not having much 'willpower'. How can you have power over something that you are not even aware of?

You can, however, become more aware of when these parts of the brain are signalling to you and if you are reading this book I would put money on the fact that the different parts of your brain (which are all trying to achieve different outcomes) are not working together very well to help YOU achieve your desires. They are all looking after their drives and desires and YOUR drives and desires are at the bottom of the list.

My programs show you how to change all of this so that YOU and your drives and desires are top of the list and you are in control of your own life and destiny, starting with your emotional eating but leading on to so much more.

Like an iceberg, only 10% of the iceberg is visible but what actually drives it along is the 90% that is underneath the surface

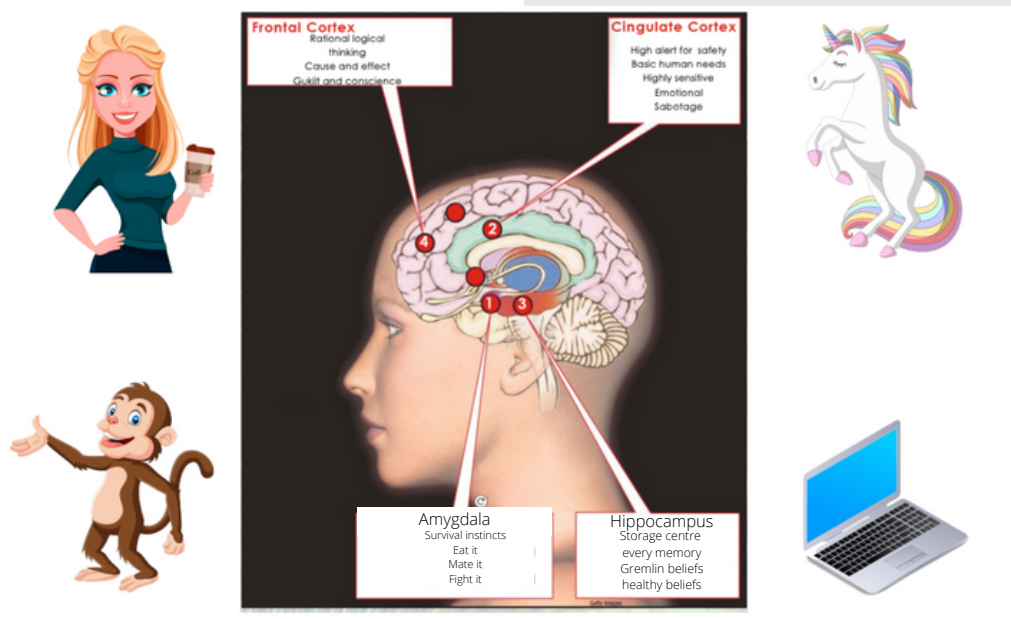


The same with your subconscious mind. Your subconscious mind is driving 80% of your food decisions and your conscious brain (human) is only working 20% of the time.

Chapter 1

The MUCH model

So, the first thing you need to understand is how these different parts of the brain work. In order to explain this, I have invented a psychological model which is based around the work of Dr Steve Peters, the author of the Chimp paradox. His model talks about 3 parts of the brain and how they are often in conflict. However, I believe, particularly for the subject of emotional eating there is a fourth very important part of the brain at work. Allow me to introduce your MUCH mob.



MUCH mob

Monkey - Amygdala

Unicorn - Cingulate cortex

Human - Frontal and prefrontal cortex

Computer - Hippocampus

As you can see in the diagram above, each part of the brain has different objectives and responsibilities and often they are not working together coherently for the highest good of the human. The monkey and the unicorn are more powerful and they can hijack the human brain; this is when it feels like someone else is driving your behaviour.

Well they are!

Let me explain what I mean by looking at the different parts of the brain and explaining what they do.

Chapter 2

Monkey Mischief



The first is the “monkey” brain– so called because we share it with our hominid cousins. This part of our brain is in play when we act impulsively, without regard for the consequences. Our inner monkey is emotional, greedy and lazy and is with us from birth. It is the first part of our brain to develop and is incredibly strong. Just like a monkey it is 5 times stronger than the human and if we got into a fight, the monkey would always win on strength alone.

When the monkey sees a situation it asks itself 3 questions only.

Should I?

Fight it

Mate it

Eat it

All of which are absolutely essential for survival. Its only purpose is to keep us alive and enable us to procreate.

Because these basic human instincts are so important for our survival, it is the first place our brain goes when any situation or decision needs to be made.

If we have allowed our monkey to rule the roost for a long time, we will find it very difficult to override it because it has been getting its own way.

So with regards to food and eating our monkey is constantly on high alert for any opportunity to eat. It will eat and eat and eat without stopping, because it is used to living in the jungle where food became scarce from time to time so gorging whenever the opportunity arose was absolutely essential for survival.

However, we do not live in the jungle now. We live in a society of plenty; we have too much food and food is readily and easily available.

Our monkey does not know this. It cannot rationalise it does not have the ability to think about cause and effect it just has these three very powerful instincts which keep us alive.

So if you have a very strong monkey instinct you will find it very difficult to avoid eating food and eating it to excess.

Some examples with regards to eating are

- Finding yourself with food in your hand or mouth without realising it or completely against your best intentions ·
- Eating one biscuit (for example) and then not being able to stop
- At the supermarket and buying 'treat' foods just in case you run out ·
- Eating until you are uncomfortably full or never feeling full
- Binge eating either planned or unplanned

We think we are lacking in willpower, greedy and out of control. Your monkey was there before you were even born, It is the first part of the brain to develop and its primary to learn to manage our monkey instinct is survival and procreation. It is better. It is not us that is greedy is 5 x stronger than your human and out of control but it is our brain and when you fight it, it will win. The monkey, the innate part of us that is designed to eat at any possible opportunity to keep us alive.

You cannot kill your monkey, you cannot fight it, you have to learn to manage it.

Some people do not have a very strong monkey unless they are really angry or drunk, passive aggressive people. Because they have tapped into others as their monkey, they allow others to control their life and they need to take control back from them. Giving energy away. This is a whole topic on it's own and I do not have time to go into this here, but if you are one of those people that shy away from conflict at all costs you may well have given a lot of your monkey power in terms of fight and standing up for your rights to others, so its other two parts, sex and eat will be stronger. If you aren't getting any, then God help you! Your monkeys eating instincts will be HUGE.

You have to get to know your monkey really well to learn how to manage it.

You need to know its characteristics, its behaviours, which ones are the ones that cause you the most trouble. Not just with your emotional eating but this works with every part of your life.



You can either go through life giving in to the monkey or you can learn to manage it. It will feel unnatural, go unnatural – we are devised to live in the jungle. So we have to start being unnatural.

- Unnatural is the new natural
- Monkey thinks emotionally and catastrophically.
- It reacts rather than responds
- It sees everything from its own point of view.
- Your human thinks rationally with cause and effect.
- You can see the consequences of things, BUT the monkey always gets there first so in order to get the human in control, we have to learn to manage it well.

HOW DO YOU KNOW IF YOUR MONKEY IS IN CHARGE?

You ask yourself
Do I want the consequences of this action?

If the answer is no - then you know the monkey is in charge and it is the monkey that is overriding your desires for your highest good. It will talk to you, whisper things in your ear, it will manipulate and badger you to get what it wants.

You are not responsible for the characteristics of your monkey but you are responsible for managing your monkey.

The best way I describe the monkey is like a small child.

The human rational brain doesn't start developing until the age of 2 years old and the cause and effect and conscience until we are 4.

So your monkey is like a pre 4 year old child.

When you are trying to manage your monkey it's like managing a small child.

Talk to it, reason with it and help it. Sometimes you just have to put it in its cage and let it have a temper tantrum.

The monkey is not very intelligent, so you need to box clever. You are much more intelligent than your monkey

How to manage your monkey

1. Identify its behaviours so you really know when it is in charge
2. Exercise it – physical exercise helps, but really it needs to be heard. Let it have its tantrum, don't give in, just let it go on and on and on and soothe it. Give it time out for 5 minutes, this means if it is talking in your ear you tell it to shut up. Put a timer on for 5 minutes and do not listen.
3. Distract it – brush your teeth, drink water or a hot drink
4. Parent it – rationalise and put it in its cage/naughty step – explain to it why you are doing what you are doing and the consequences of giving in to its demands in a rational way.
5. Feed the chimp stop its paddy to begin with – regular high protein meals
6. Give it a playmate – monkeys are very playful, they love excitement, fun and mischief. Give it something that provides these and it will not want to eat as much.

Chapter 3

Uncovering your Unicorn

The unicorn is the part of the brain that is connected to your subconscious and is next in line when making a decision about what to do in any situation; it is the part of the brain that wants to protect you from pain at all costs.

We are usually not aware of the unicorn brain but it sends very strong signals to us to make us do things that keep us safe and away from pain.

The unicorn cannot rationalise and has no concept of future consequences. It makes decisions regarding every situation that is presented to you in a split second by looking back into your 'computer' where all your memories, experiences and feelings are stored to see what was pleasurable and painful other times it was presented with a similar situation and works out the best course of action to keep you pain free.

So, if when you were a child you had parents or grandparents that presented a lollipop or chocolate bar every time you fell over and hurt yourself to calm and soothe you.

Guess what you are likely to turn to as an adult when you are feeling emotional or physical pain? You got it – food.



Food, particularly sugar is a very powerful drug that helps to numb pain by producing a cocktail of powerful hormones such as serotonin, tryptophan and dopamine which all help to numb pain and elevate mood.

So you can see why your unicorn often sends signals for you to eat when you are feeling an emotional or physical disturbance, because food is quick and readily available and it numbs the feelings quickly. Also, you can see why high sugar foods are very often the food of choice in these situations. I am afraid a carrot stick and some hummus is just not going to cut it when your unicorn is in charge. It wants relief and it wants it fast.

The unicorn is also responsible for ensuring the basic human needs are met. These are the highly level psychological needs that are not for survival but are needed to make you feel happy and at ease.

These are:-

Certainty - the need for stability, security and reliability

Uncertainty/Variety – change, stimulation and challenge

Significance – Recognition, valued and acknowledged

Love and connection - Love and feel loved and feel connected with others

Growth – grow, improve and develop both in character and in spirit

Contribution – to feel one is contributing to life and making a difference

The unicorn cannot provide these for the human, the human has to provide them for the unicorn. But the unicorn sends signals to the human in terms of feelings or emotions and asks the human to listen to the emotions and provide what it needs.

What are emotions?

Feelings are e-motions. They are energy in motion. The feeling or emotion is there to tell the human something. It's there to tell the human that something, one of those basic needs is lacking and something needs to be done to provide it. Most of us have lost touch with our emotions and feelings.

Society has taught us not to feel our feelings, to stop feelings as quickly as possible so we have learnt to stop the feelings in their tracks.

We are taught not to feel, keep a stiff upper lip; Don't show your emotions; It's weak to cry.

Many of us over many years have been pushing our emotions away, not feeling them at any cost.

The computer is full of quick fix situations and our unicorn looks for the quickest way of stopping the feelings – food, drugs, alcohol, exercise. It has learnt to stop the emotions that it has created in the first place, It is in complete turmoil.

But because its biggest drive is to stop pain at all costs it will use the quickest way it knows. But then the human needs are not being met and the cycle continues.



So, the human has these underlying feelings of being irritable, discontented and uneasy. That feeling of something is just not right and I don't know what it is. The unicorn hates this feeling and it will do everything it can to stop it.

However, a healthy unicorn will process these feelings of 'lack of' quickly and get on with it. A small girl with a healthy unicorn will fall over, process her emotions, cry deeply then pick herself up and stop crying; the child has instantly forgotten the pain because she has felt the emotion fully and there is nothing left stuck. She will allow the feeling to come and go naturally; She will ride the wave.

But as we grow older we learn to stop the feelings with external things. The unicorn just wants you to be at ease and happy and when we stop the emotions with external things it momentarily rests. But the emotions come back quicker and stronger, because energy cannot be destroyed. The energy in the emotion does not go away it gets stuck to return again later until eventually we either do something about it or we become physically and/or mentally ill.

Obesity is classed as a physical and mental illness.

So what can we do.

1. Look at our human needs and see how we can ensure we provide these on a regular basis.

2. Learn to feel the emotions. We cannot destroy energy. If we stop it in its tracks it will come back, and it will come back stronger. What we resist, persists. So that is why the feelings escalate and the food only works for a small while and we then feel we need to eat more and more

3. You need to learn emotional mastery. It is the single most important thing I learned. I will teach you all about this on the STOP emotional eating and START living program if you decide to sign up. If we don't learn to feel our feelings and get emotional mastery then eventually we either suffer mental problems or physical problems. Dis-ease.

Certainty - the need for stability, security and reliability

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Self sabotage

Unicorn is the self sabotage saviour. It looks for any situation that will put you in any danger and make you feel pain and if it perceives those situations will provide too much struggle, pain or discomfort it will send strong signals to the human not to do the thing that the human wants to do. Whether or not the thing the human wants to do is the right thing for the humans long term goals or not.



The unicorn cannot see into the future, it can only look into the computer at the events of the past and the beliefs that are stored in there and make a decision as to whether the thing the human being wants to do is safe or not.

Sounds brilliant. If the computer is a healthy hard drive and is not full of gremlin beliefs that are full of fear and self criticism then you would have a healthy unicorn that would keep you safe but encourage you to push yourself a little bit to go and get your best life. It would understand that change is an important part of growth and encourage you to take measured risks and allow your human to help it know which risks are worth taking and which are not.

If your unicorn is full of fear because it has had a lifetime looking at self destructive gremlins in the computer it will do everything it can to stop change. It will be looking to stop you from taking risks and it will try and keep you at home and looking for instant gratification all the time. Keep safe, don't do anything new, sit on the sofa and eat chocolate and crisps

It is the master of self sabotage. It doesn't mean to sabotage you but it does.

WHY?

Because it is trying to keep you safe. So, for example if one of your beliefs is that you are not good enough, it will stop you from trying to do things so that you don't feel pain. The problem is that just re-iterates to your computer that gremlin belief that you are not good enough.

If you have a gremlin belief that "I will never lose weight" it will do everything it can to ensure that is what happens because it believes that is what you want. It will stop you from going on a diet and sticking to it. It will also try and stop you from going on a diet because it will look into the computer where there will be lots of stored memories of diet = struggle and pain and it wants to keep you away from pain at all costs.

"I will never lose weight"

But it cannot think of the future, it can only see evidence of the past, its frame of reference is only from the storage in your computer. It cannot do what the human brain can do and think about cause and effect, consequences etc.

So the human is reading a magazine and sees an article for a new fad diet. The human thinks "This is the one!" "I need to lose some weight, I am going to give this everything I have got." (sound familiar) The human goes and makes a shopping list, gets all the right foods in and is excited for a nice slim future. All is well in the world.

However, the unicorn hears the word diet. It looks into the computer for beliefs and memories about diets. It sees that you have been on lots of diets and usually struggle and they cause you pain. That's a warning sign. It sends signals to the human to be careful, it tries to keep you safe by stopping you dieting. What is more it looks in the beliefs section of the computer and finds a belief that says "I will never lose weight", OK then, the unicorn says. Let's make sure that our human is right. We need to strengthen that belief.

Where consciousness goes, energy flows.

So it will either keep sending stronger signals to the human to try and get them to stop the diet or if the human is taking over, it will look into the computer further and look for the bits that you found a struggle when you were on the diet previously. It sees that you felt deprived of chocolate and biscuits and that was the hardest bit, so it sends signals to your brain saying don't forget you are going to find keeping away from chocolate and biscuits the hardest. Guess what you are thinking about all the time? Chocolate and biscuits. The human brain goes, it's ok I have this cracked. I will find alternative ways of getting chocolate and biscuits.

The human brain chips in and says, "it's ok, I have this cracked. I will find alternative ways of getting chocolate and biscuits. I will find a way round this. I will make keto biscuits or sugar free versions etc."

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Now I am not saying that this is a bad thing at all. I make them all the time because they are a better, healthier option for my body.

But when you are doing it to try and get your 'fix' instead of what is a good choice for your body, then your unicorn is driving the behaviour and not your human.

If losing weight is going to provide more of a threat to our well being (as perceived by the unicorn from its stored knowledge in its computer) then it will stop you from losing weight.

Some of the reasons for people sabotaging themselves have included:-

- It's not safe to be slim – I will get divorced.
- It's not safe to be slim – my best friend will feel bad
- It's not safe to be slim – my husband will feel threatened and he may leave me.
- It's not safe to be slim - people will expect more of me and I already give so much.
- It's not safe to be slim - I will be more visible and people will notice me.

So the unicorn says stay at home and eat chocolate. We know that works. It makes you happy.

So how do we stop the sabotage. I can't teach you that in this short e-book as it is quite a complicated process but if you join me on my Enhanced program at the end of this, you will learn how to do that.

But identifying what may be sabotaging you is a start. Start by asking yourself if you are aware of what could be sabotaging you.

Chapter 4

How to clean your computer



The third system is the “computer”. This is the “back-up system” that stores our beliefs and behaviours as we form them – from when we are very young right into adulthood.

Every single belief, experience and feeling is stored in our computer. I find that mind blowing. The other parts of our brain look into the computer and search out the relevant information to enable them to make the correct decision as to what to do in any given circumstance. This sounds great, they can look at what worked last time and act accordingly.

First of all, all of the information that is stored is not correct.

Yes, I will say it again, it is not correct.

There are a couple of problems with this.

For example, hundreds of years ago man thought that the earth was flat. That information was stored in people’s brains but it wasn’t actually true. The opposite was true and we now know that the earth is actually round, or so we believe, but who knows in a couple of hundred years time, we may know differently.

It is the same about our beliefs, our beliefs about the world come from how we experience things. If you were brought up by a mother that was terrified of spiders and screamed every time even the tiniest arachnoid was in their vicinity, then the chances are you will also have a fear of spiders because you were told from a very early age that they were something to be feared. However, the majority of spiders are completely harmless for humans and this is what we would call an irrational fear and if it stops us living our best life because we cannot go to certain places or do certain things because of our fear of spiders then we would call this a "Limiting belief" in that it limits our life experiences.

However, some limiting beliefs are good for us. For example if you put your hand on a hot stove, you would learn the belief that all stoves are hot. This is a limiting belief in that it limits you in some way, but limiting you to put your hand on a hot stove is a good thing, so this is actually a healthy belief.



So there are beliefs that stop us from being our very best version of ourselves, pushing ourselves to grow and develop and believe that we are unstoppable, loveable, and perfect EXACTLY as we are. These are what I call gremlin beliefs, the little suckers get everywhere and they fill up our hard drive and stop us living our best life.

Secondly, when our parts of the brain such as the human and unicorn are looking back into our computer at our stored information, it looks back at our most vivid memories rather than our most recent memories.

It looks for a vivid memory of a similar situation, the one that either caused the most pain or most joy. Often it looks back at beliefs that were made in our childhood because this is when we learn most of our understanding of what the world about us means to us.

However, some of the beliefs we had as a child are no longer appropriate or relevant to us as an adult and therefore we are acting on out of date data. When we act on out of date data, we can often make choices that are not for our highest good as a responsible adult.

There is also the question of whether limiting beliefs are actually good for us and whether they keep us from harm. In practice some beliefs which limit us are actually valid beliefs which are worth keeping. The problem is telling the difference. The reality is that many of us err on the side of perceived (and not necessarily real) safety. Limiting beliefs are erroneous, being based on wrong 'facts' and so prompt us to treat things with undue caution.

The computer wants you to be right so it will look for evidence of your defining moments to make them true. The things that are important to you. That validates the belief that you have of who you are.

A show business example



Enter stage, two contestants in X factor/Britains got talent, one is Susan Boyle. She comes on stage timid, she doesn't believe in herself, she doesn't stand tall, she doesn't shine her light. She knows she can sing, but I suspect she doesn't believe others will want to hear her. She was badly bullied as a child and was named "simple Susan", she also had undiagnosed Aspergers. The way she behaved, talked and looked all re-affirmed the belief she was "Simple Susan".

Somewhere, during her bullying childhood she most likely had a defining moment that made a gremlin belief that says something like "You might be able to sing, but people won't be interested in you. You have nothing to offer, you are Simple Susan".

Now let's take Ryland. He was not the best singer; he was no way in the same league as Susan Boyle, but he really believed in himself, he came across as confident and unstoppable. Not everyone liked him but he didn't care. He believed he had something to offer the world and nothing was going to stop him.

Which one has become the most successful? The fame has nearly killed Susan Boyle, because she didn't truly believe she deserved the fame and fortune. She wasn't prepared mentally for it, because of her gremlin beliefs.

Every day she was walking out to do something she loved (sing) but the bit where people watched her went against all her beliefs in herself and it caused her far too much pain. Her unicorn hated it, it tried to stop her and in the end she had a nervous breakdown.

Ryland on the other hand was mentally prepared, he was confident, believed in himself and his unicorn was happy to let him push himself and try to grow and he felt unstoppable. He wasn't the most talented singer, but because of his confident character he has become an amazing presenter. He was able to look for the opportunities presented to him, evaluate them and push forward, because he believed he deserved it and he knew he had something to offer the world.

Susan had gremlin beliefs
Ryland had healthy beliefs.

It was nothing to do with the talent that made them successful; it was the way they perceived themselves during the process.

Let's take Susan's gremlin belief of "You are Simple Susan and you have nothing to offer."

She loved being on stage and singing, that was her passion. That was fine, the computer already had evidence that she was a good singer so her performances went well. However, the press picked up on the name Simple Susan and the bullying and they were criticising the way she looked etc. All of this increased and affirmed her belief that she had nothing to offer because she was Simple Susan so the belief continued. However, she had to keep pushing herself to do her performances and her unicorn was trying to keep her safe. Simple Susan, stay at home, don't do anything. You are Simple Susan.

She bought a lovely house modern and new but after a very short time she moved back home to her council house. I prefer it here, I like the simple life, she said. Simple Susan (nothing wrong with liking the simple life, just saying how this belief ruled her life)

Now her unicorn was looking into the computer and finding her gremlin belief Simple Susan. It doesn't realise it is a gremlin belief, it is just a belief about who she is. Remember it cannot rationalise. But it wants her to be happy so it looks for evidence that she is right, that Simple Susan is what she is. So when she does anything that is outside of that realm it sends out signals that make her feel uncomfortable. It's a threat to her defining gremlin belief.

So when she is looking at the newspapers etc. She doesn't see the bits about how wonderful she is and how great her voice is etc. She immediately hones in on the bit that says Simple Susan. Her unicorn is designed to look for that evidence. That is just not true. So many people loved her, lots of people were interested. But she also got a lot of criticism because of the way she presented herself mainly but certainly not for her singing.

Eventually it was too much and she had a nervous breakdown. I believe she has gone on since to do a lot of inner work on her gremlins and she is now running several businesses but stays out of the limelight too much. She is far from Simple Susan.

So our computer stores

healthy beliefs – beliefs that help us to work towards our best life

Gremlin beliefs – beliefs that limit us from working towards our best life

We want to eradicate as much as possible our gremlin beliefs so that we can clean our hard drive and have a fresh, nice new healthy hard drive full of healthy beliefs and no gremlins.

In my programs I share with you some absolutely mind blowing techniques for identifying and eradicating these gremlin beliefs that will change your whole life, not just your emotional eating.

Chapter 5

Helping your Human



When we are around two years old, a new system comes into the equation. As children we start asking “why?” We begin to get facts established and, by age four, use those facts in our decision-making.

This is our “human” system: it’s the part of our brain that considers, rationalises, and empathises. It understands cause and effect, it has a conscience, feels guilt and pain. It is the only part of our brain that considers the future and what affect our present actions will have on our future and it also has empathy and considers others.

This is the part of the brain that with assistance from the other parts, makes the best choices to enable us to have our best life full of our greatest desires.

But when our human brain has been hijacked by the other parts we have to teach the other parts that the human is trustworthy so that they will feel safe enough to give over control.

You need to help your human get back in charge.

Chapter 6

MUCH mob to CHUM chain



So these 4 parts of the brain work together all the time.

The human, the monkey and the unicorn in us make a decision on what to do, they refer back to these stored beliefs in the computer.

Essentially, one system is all about reason and logic (the human system), one is about emotional reaction (the monkey system) and the unicorn one is based on established beliefs and trying to keep us safe from pain at all cost.

These systems are constantly vying for attention and, biologically, the monkey – the animal instinct we're born with – has the upper hand because it is about life or death, next comes the unicorn because it is keeping us safe from pain and harm and then lastly comes the human rational brain.

So we can see why, when we are looking at willpower and our human mind, we often cannot override the other two stronger parts and we feel like something has taken over our bodies and minds.

None of the parts of the brain are good or bad, we need all parts to function as a happy healthy human being. It is when the 4 parts are out of balance that we start to have problems.

The quiz identified which part of your brain is in the driving seat. When someone has a tendency towards emotional eating, the order of strength usually goes something like Monkey, Unicorn then Human. The Computer is often corrupt with gremlins which are limiting beliefs about yourself and the world which make you feel bad and stop you from living your best life.

Let's take a real life example to illustrate the concept.

I have a limiting belief that says "People will only like me if I do what they want".

I overhear two work colleagues talking to each other about me. One says "You know that Amanda, she's really loud and excitable, it wears me out".

First of all my monkey reacts and it says – KILL HER!!

'PEOPLE WILL ONLY LIKE ME IF I DO WHAT THEY WANT'

Then my unicorn looks into the computer and picks out this belief 'people will only like me if I do what they want' so it sends strong emotional signals to my brain and body and I start to get anxious and panic. My first reaction is to try and change my behaviour to be quieter, more subdued etc. but I am not a naturally subdued person, so this causes an internal conflict and makes me feel meh. I feel meh and my unicorn tries to protect me and leads to me to a quick fix of food.

Or I might decide to stay away and isolate, then I will be lonely and feel unloved so I will then eat more. Eventually, because of this desperate need to be liked, I change my behaviour so often that I lose my identity. I am not truly me any more, I feel I am just a mixture of what everyone else needs and I have lost power over my own life.

When you are not living your best life, your negative feelings, that void inside, that meh feeling gets stronger and stronger and your unicorn will do anything it can to quickly turn those feelings off and searches to find something to do just that as quickly as possible. Food, alcohol, drugs, sex, gambling. Anything that takes you away from those feelings and numbs them. It is protecting you from pain.

But it is a sticking plaster, because the belief is still there and the belief drives the behaviour, the people pleasing continues and the pain gets worse

So the unicorn steps in even more and sends huge signals to get you to numb the pain, so you start eating more, or you add alcohol in or more sugar etc. etc.

However, if my human could get involved and think rationally it might say. It's not you that she doesn't like; she doesn't like excitability and loudness. However, If they don't like it then that's their problem. I am not going to stop shining my light because its too bright for them. I will find different friends.

So I stay steadfast and I don't do what they want or shy away and I don't give my power away. Every time I do this, I change that limiting belief or computer gremlin to a more positive one and eventually my natural reaction will be. "Ignore them, just be you and you will attract the right friends for you and by that time I will be surrounded by the right friends and I don't care anyhow".

So this process turns our MUCH mob into our CHUM chain. From an unruly mob with no direction to a chain of parts that are linked together working together to provide our best life.

- We want the computer to be clean and healthy and gremlin free, the fountain of all knowledge
- We then want the human to access the healthy autopilot beliefs that will drive our actions.
- We then want our unicorn to be there to remind us of our basic human needs and needs for happiness, joy and safety.
- We lastly want our chimp to come out strongly in times of threat, absolute famine and appropriate sexual opportunities.

So instead of everything being too MUCH to handle we will be happy with our CHUM chain who are helping us to live our very best life.

C
H
U
M



This takes consistency. It is so important that you consistently notice which part is in charge and try to take steps towards managing them. Perfection is not important here, but consistent action is. You need to stop all or nothing thinking and realise that every single opportunity is an opportunity to practice this dance for control.

Some days you will win; some days you will give in; some days you feel great; some days you feel ill, or tired or just cannot be bothered; that is fine.

Resist the urge to give in to your monkey and binge, but just relax. Hold your CHUM's close and work together for your highest good.

This way you can be well and truly the master of your OWN destiny



Chapter 7

Gollum



So your MUCH mob is that unruly mob in your brain that's main purpose is to keep you alive, safe and happy at all cost but doesn't really understand the best way to do it because the ways that used to work when you were a child or young adult for it (food, alcohol, avoidance) are not working any more.

Now that you can recognise the different parts and their main roles then you are in a much better situation to manage them.

You have watched the videos about how sugar and flour cause both insulin resistance and leptin resistance which are responsible for both insatiable hunger and over powering cravings.

Plus you have watched my previous video about how overly pleasurable substances and activities including foods such as gambling, pornography, sugar, flour, alcohol, fat and salt can cause your dopamine centres to down regulate so that you need more and more of these pleasurable stimuluses to get the previous same affect until eventually there is no pleasure at all; but simply a desire to consume them just to feel some sense of normality because the pain of not ingesting them is too great.

I think many of you have realised that this is the case for you in the past few days when you have tried to give up your 'drug of choice' and the overwhelming desire to hit the F it button or even get the hell out of here. All of this is good news, it is evidence that you are in the throws of food addiction. Once you know what the problem is, then you can take the correct medicine to alleviate the symptoms or even cure the problem at source.

Just to complicate the situation further addiction does not just change our brain chemistry it also changes our intrinsic self, our soul.

What I mean by this is that every single human that has ever walked the earth has two sides to their soul or spirit. They have the propensity to act in their lower self or their higher self. These two parts are absolutely necessary for survival and none of them is better or worse than the other. What does matter though is how we use them and in what circumstances.

When you are working in your higher self you are working from a place of love and have a tendency to be generous, kind, unselfish, considerate, honest and humble.

When you are working from your lower self you are coming from a place of fear. Fear makes us tend to be selfish, egotistical, selfish, self centred, dishonest and inconsiderate. It doesn't make you a bad person it just means that you are fearful of not getting what you think you should have or losing what you already have. This is necessary for survival.

If there is only one small rabbit and you haven't eaten for days, you are driven by your survival instinct to be 'properly selfish' and eat it so that you survive, because you are afraid of dying. You need to work in your lower self to survive, if you gave it away and worked in your higher self you would not survive. You have to protect your immediate survival.

However, if you had killed a huge wilderbeast and there was plenty, you would be more likely to be happy to work in your higher self with generosity and kindness and share this with others because you are not in fear of dying, but you do want to be part of a community and in order to be accepted in that community you have to show kindness, tolerance and generosity. By being part of the community you are also more likely to survive longer because when working together in a community you have more chance to mate and have babies, build better housing and shelter and have fun. Also, as human beings we like to work in our higher self because that on it's own build our self esteem, it makes us feel good and happy whereas when we work in our lower self we are rarely more than momentarily happy about it. Here you are protecting your long term survival.



As you can see the lower self is much stronger, there is a reason for this. Its purpose is to protect our immediate survival which is paramount, whereas the character traits when working in our higher self are there to protect our long term survival so they are not as prominent. We are naturally designed to be more selfish than humble.

So let's look at the addict. Let's replace the rabbit for one chunk of chocolate and the wilderbeast for a large bar of chocolate.

So quite rightly if you only have one chunk of chocolate then you are going to eat that one chunk, particularly if there is no one else there to want it. You will happily justify to yourself that you are not being selfish because there is only one chunk. How likely though if there is someone else there would you offer it to someone else first? Ok it may not be chocolate but insert your 'food of choice' in here. I know that would have been impossible for me when I was in the throws of my addiction. I would not have ever considered offering that one chunk of chocolate to someone else and doing without myself, it would have been unheard of.

However, what about if there was a family sized bar of chocolate. Well, that would depend. If there was another bar easily available then no problem to share it, but woe betides anyone who dares even eat one chunk more than their share. However, if there had been only one bar and I had no way of getting another one or another sugar hit for an undefined period of time, then that large bar of chocolate would have been hidden away or consumed secretly in one go. I would hide it away and I would be secretive, ungenerous, I would even lie about it.

Last April in the middle of the Covid 19 pandemic, I had just lost my surrogate mother to cancer and I had fallen off the wagon with my no flour and sugar regime (I am human too) and I was absolutely in the middle of my addiction. I had been to our local supermarket and bought some easter eggs, they were on offer so I justified to myself that I should buy 4 of them (they were only small after all – hmm really?) two for me and two for peter.

So I brought them home and put them in our snack drawer. Within half an hour I had consumed one of the easter eggs and its contents, during which time Peter had slowly eaten one half one egg and still had the contents of his. I was livid, I had finished mine and he still had some left. So I decided to go and eat another one. Now this is where Gollum came in full force. Suddenly that chocolate was so 'precious' that it had to be protected at all cost. So in comes the 'lower self' behaviour. I took some of the chocolate out of one of the boxes in the drawer and put it into the box I had been eating out of so it looked like I still had some chocolate left from my first egg and sat there munching that.



Eventually Peter went to bed and I said I would follow him shortly after. I then secretly consumed the other half of my egg before retiring. I didn't even taste it, it was purely a need much more than a desire. I had to get my fix.

The next evening came and we settled down to eat our chocolate, out came the other part of Peters first egg and out came my third egg (however, Peter thought it was my second) Obviously, there were now no eggs left in the drawer. I devoured the third egg and Peter finished his first egg.

The next evening he decided he wanted his second egg, he went to the drawer and said where is my egg? I immediately told him that I had gifted it to the cleaner. I lied. I was manipulative, dishonest, selfish and ungenerous. All qualities that I hate and all qualities that I would never dream of being in my normal self. I pride myself in my honesty, transparency, kindness to others and generosity. These are all qualities I admire and aspire to as much as I possibly can. However, I wasn't working from my intrinsic higher self, I had been taken over by Gollum.



I want you dead!!!

Gollum is your addictive parasite. He is is not a member of the MUCH mob, he is the manipulative, bully from the other gang that is not actually trying to keep you safe. In fact, quite the opposite. He is out to kill you!! However, he is the master of disguises; he will turn up in any voice, in any thought, he will use and manipulate the members of your MUCH mob to ensure that you continue to consume your 'drug of choice' at all cost.

He is a parasite that feeds off you as it's host and is detrimental to your well being. A parasite will suck the life out of it's host and eventually kill it. Gollum will do this to you.

So whilst your MUCH mob are trying to keep you alive (however badly behaved they may be). Gollum is out to kill you!!

Is that dramatic?? Yes, but it is absolutely true.

If you have a propensity to addiction, then Gollum will drive you to those substances and/or behaviours at all cost until eventually you have no choice but to surrender to your Gollum and give up trying.

Think of a drug addict; their drug use starts off recreational, but they need more and more to get the same buzz and eventually they become completely powerless over their own ability to stop. They HAVE to have the drug just to function and it becomes their whole reason for living. It changes their personality, they become dishonest, selfish, self seeking, fearful, inconsiderate and it affects their relationships, career prospects but most of all their self respect.

Sounds far fetched with regards to food?

Let me ask you this?

How often have you eaten someone else's biscuit, slice of cake, bar or chocolate etc and justified it in your own mind? Selfish, self centred?

Have you ever lied about your eating, or ate in secret so others did not see what you were doing? Dishonest?

Have you ever cut yourself just that bigger piece of cake or portion of crisps than your loved one? Inconsiderate

How often are you fearful about your food consumption, the consequences of that (weight gain, health problems, loss of control)? Fear

How fearful are you about the idea of cutting out sugar and flour and other trigger foods or behaviours (bingeing, grazing, secret eating)? Fear

Gollum will get you to work in your lower self out of greed, fear, manipulation, control, deceit, selfishness, people pleasing etc to absolutely ensure that he continues to get his fix. He does not care if that kills you. In fact, his sole purpose is to bleed you of all self respect and self esteem until either your addiction gets such a hold on you that the addiction itself kills you through your massive consumption and the consequences, such as weight gain, illness, stroke, disease etc or you take your own life because of these consequences to your self respect and self esteem. Because when you have given up all hope, then that is when you will be completely powerless over your addiction and you will have no option but to eat and eat and eat.

I know that this sounds incredibly scary and dramatic, but I do not want to sugar coat this. Addiction kills. Food addiction kills. We have

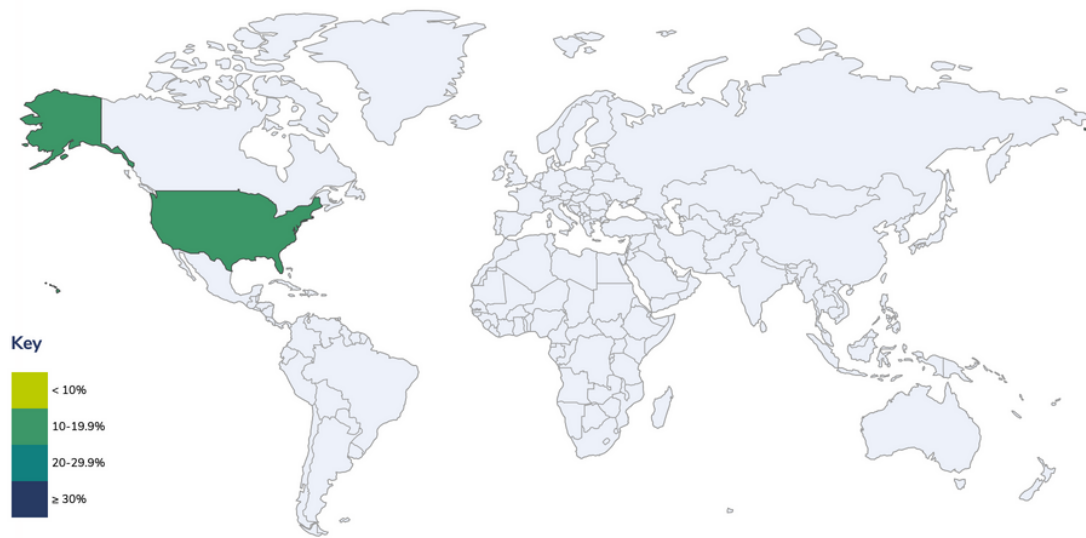
- In 2016, 39% of adults aged 18 years and over (39% of men and 40% of women) were overweight.
- Overall, about 20% of children aged 5 – 19 years old were overweight in 2016.
- The worldwide prevalence of obesity nearly tripled between 1975 and 2016.
- Overweight and obesity are linked to more deaths worldwide than underweight.

Please take your time to look at the maps from the World Obesity Organisation on the following pages. You can see the progression of obesity all over the world over the last 50 years. It is shocking to see how we have gone from next to no obesity and even in countries where there were obesity statistics, the statistics showed less than 20% in just two countries in the world.

In 2016 (the last data we have), every country in the world has more than 10% obesity and over half of the world has over 30%. Considering that we have countries where people are also starving every day, these figures are somewhat shocking. And they are definitely worse than this picture portrays because at the time of writing this in 2021, those figures are currently 5 years old.



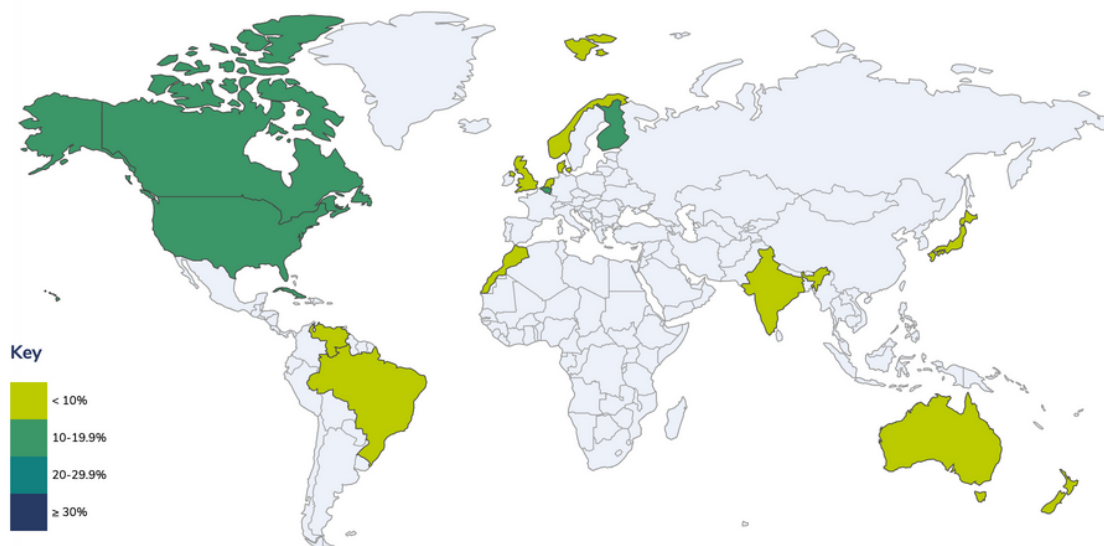
Women living with obesity, ~1960



UK - <5%
 Ireland - <5%
 USA - 15%
 Iceland - <5%

In 1960, the only country that had significant obesity figures was USA with 15% obesity. The countries where most of our clients are from are shown on the left. Obesity was not a problem and there were more diseases of deprivation such as rickets, scurvy, malnourishment

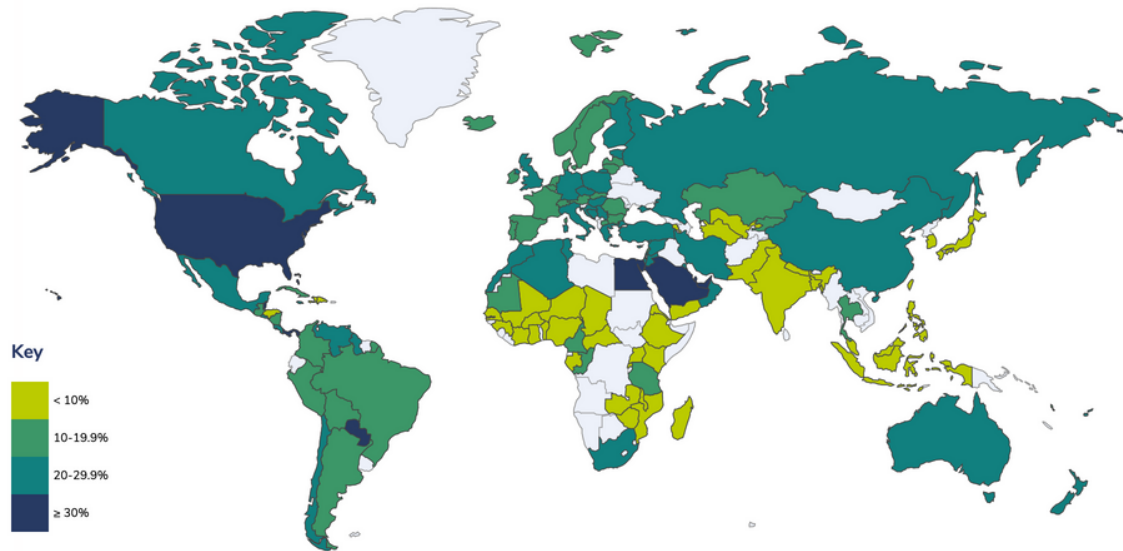
Women living with obesity, ~1980



UK - 8%
 Ireland - <5%
 USA - 16.2%
 Iceland - <5%

In 1980, Ireland and Iceland still had insignificant obesity figures but Australia, portions of Africa and some European countries were starting to show rises including UK. This was coincidental with more women working away from home and more convenience foods.

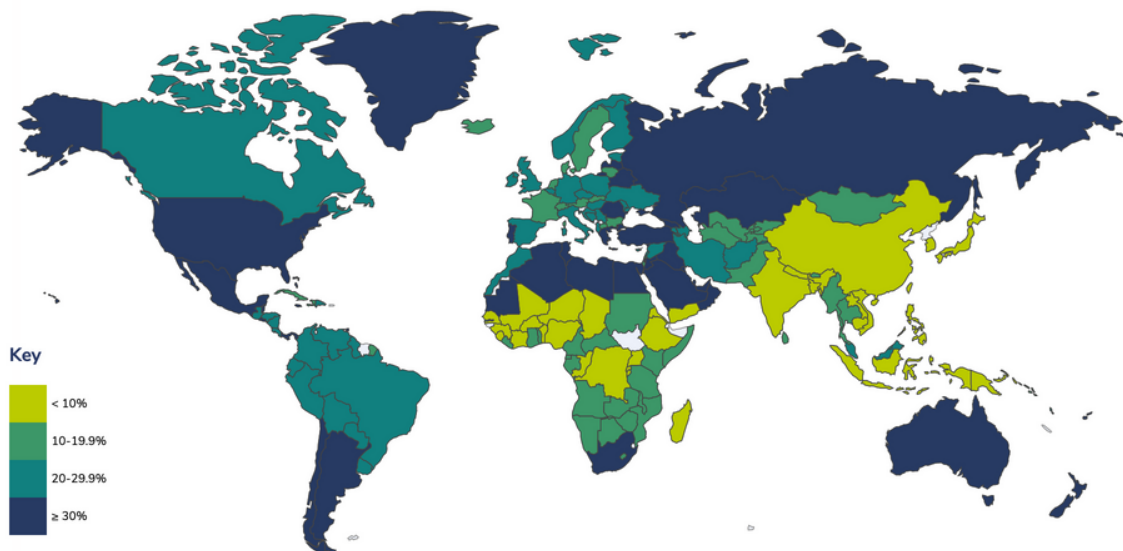
Women living with obesity, ~2000



UK - 20.2%
Ireland - 15.9%
USA - 33.3%
Iceland - 18.3%

All of the countries are now showing significant figures now and the rise is exponential with all countries between double and triple in 20 years. More and more convenience foods and the introduction of fast foods, high fructose corn syrup and hydrogenated vegetable oil

Women living with obesity, Newest available data



UK - 24.9%
Ireland - 23%
USA - 41.8%
Iceland - 13.9%

The rise is slowing as we become more educated about good nutrition and the effect of sugar and highly processed foods. The most interesting fact here is that Iceland's numbers are now diminishing. Do you know that Iceland is probably the biggest recovery community in the world; they even have their own 12 step radio station. The Food Addiction Professional training centre is also based in Iceland. Co-incidence. I do not think so.

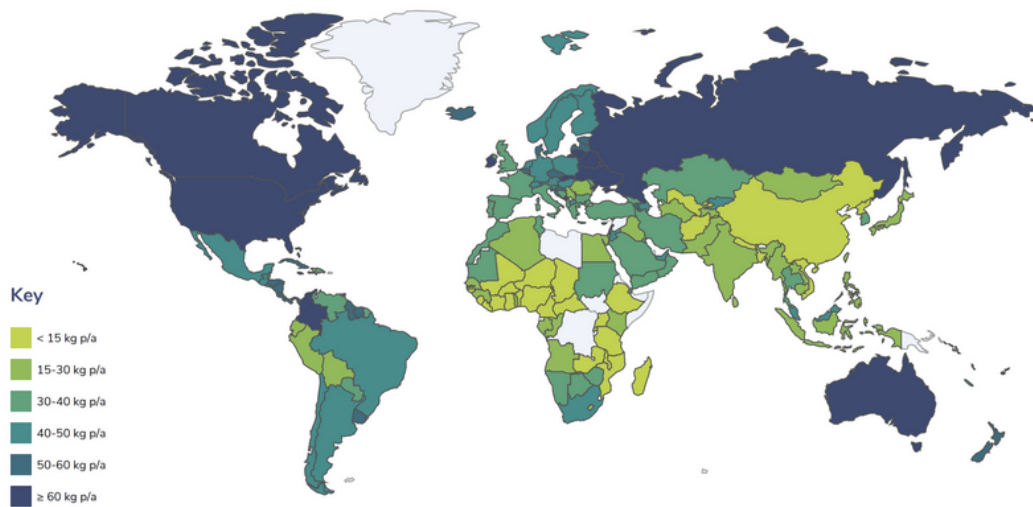


What is causing this crisis.
Inactivity and
the prevalence of sugar, flour
and highly processed foods in
our diet.

Fact!!

Consumption of sugars

Kilograms per person per year



Source: Food and Agriculture Organization, FAOSTAT Food Balance Sheets 2014-2017, <http://www.fao.org/faostat/en/#data/FBS> (16 December 2020)

PDF created on July 2, 2021

In the UK we are now consuming 30 - 40kg per person of sugar per annum, in Iceland it is between 40 and 50kg per annum and in both Ireland and the USA it is over 60kg per annum per person.

That is almost the weight of a small female in sugar every year. I will let you make up your own mind about that.

However, for me the correlation between the increase in obesity and the increase in sugar consumption tells me everything I need to know if I want to live a happy, long and healthy life.



So back to Gollum

Gollum or Gandalf? Gandalf is your higher self and Gollum is your lower self.



V



Gandalf is the white wizard, he is honest, selfless, considerate, courageous

Gollum is dishonest, manipulative, selfish, self seeking, inconsiderate and cowardly

Unfortunately, we all have to fight to work in our higher self. Because our lower self attributes are so important for survival of the fittest then we have a natural tendency to want to work in our lower self. When we are in the throws of an addiction then the ability to work in our higher self is much harder, especially where it comes to our drug of choice.

How often do you hear parents or family members of drug addicts or alcoholics say. "They are such a nice person when they are not drinking, but once they get a drink in their hand they become a completely different person. They are a cheating, lying, selfish bastard!!"

It is not their fault!! They are being hijacked by Gollum. Gollum changes you from a kind, loving, considerate person to a fearful, selfish, inconsiderate person when it comes to your drug of choice.

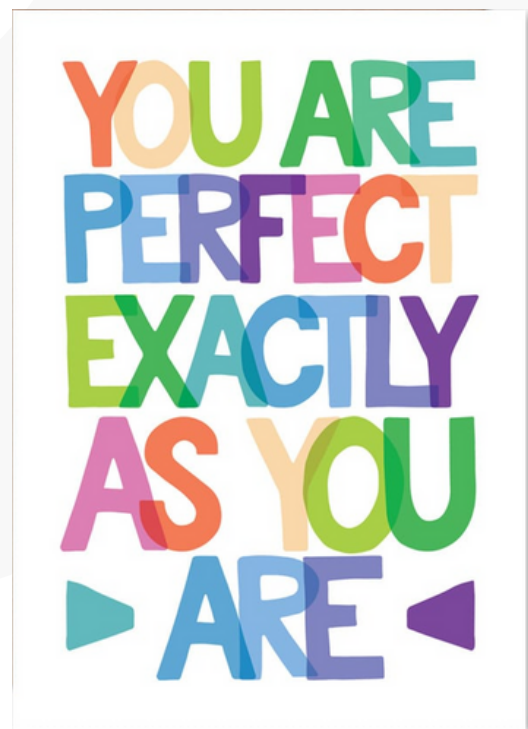
You will eat your children's sweets, you will eat in secret, you will lie about your consumption, you will eat more than your fair share, you will manipulate situations to get your food when and where you want it, you will go out of your way to buy your drug of choice at the expense of time for your family or job, you will make yourself ill, destroy your health, but what is more important than any of this is the affect this has on your self worth and your self esteem.

We beat ourselves up, we are full of remorse, we hate ourselves, we constantly berate ourselves and call ourselves names. I am stupid, I am useless, I am a failure, I am not loveable, I am fat, I am ugly etc etc.

But all of this is not true. Not one single bit of it. You are absolutely perfect EXACTLY as you are. You are perfect in every way for the purpose you were put on this planet for. You were made in a completely unique shape, size and character to be who you were meant to be. Plus all of the pain you have experienced is exactly what you needed to become and grow into that person. The difference is what we do with that pain. How we use the pain. Do we use it to beat ourselves up, to become withdrawn and more selfish and deceitful or do we use it to learn from it. Do we look for the messages within the pain and use the pain for growth.

I know that I had to go through every single drink, bar of chocolate, cake, biscuit, binge, purge, surgery, near death experience, despair, self hatred, resentment, fear, moment of despair to get me to exactly where I am today and without all of that I would not be in a position to be Britain's No 1 Bariatric Success Coach and one of Europe's top Food Addiction Counsellors and able to bring you my Food Freedom 4Ever program.

Every single one of those experiences was necessary to provide me with the desperation I needed to find the knowledge and understand and self development which has eventually led to me helping you. What is the best part, is when I can use all of this pain to help others, the feelings of self worth are better than any drug, drink or food in the world. I have turned all of that pain in to something useful and so can you.



Food Freedom 4Ever

When you enrol on the Food freedom 4Ever program I will be showing you how you can do that and how you can stop beating yourself up and develop your self esteem, how you can start to work in your higher self instead of your lower self so that you are not feeling guilty and shameful but you are feeling useful, happy and free.

However, in order to do that we have to put Gollum in jail. Unfortunately, we cannot ever destroy Gollum once he has taken root in our psyche but we can put him in jail so we can diminish his ability to affect us. We can put him into an induced coma so that he has no opportunity to influence our behaviour.

The most important and first thing we need to do is to stop partaking in the behaviours and substances that he is so precious about. The things that he will go to the ends of the earth to get you to eat, drink or do so that he is kept active and vibrant. Him being active and vibrant and alive is stopping you from being active, vibrant and alive.

Think about it like this, every time you give into Gollum you are keeping him alive and every time you do not, you are keeping YOU alive.

So we have to stop spiking our dopamine so that our dopamine receptors can start to heal, so that they are not shielding from the flood of dopamine that we have been giving them every single day for so long.

We need to first of all get off the sugar and flour, salt and fried foods and also in order to heal the leptin resistance we need to eat only 3 meals and 1 snack per day and NOTHING in between. We must do this for a period of time to heal the brain and the body and get Gollum into that jail so that Gandolf can do his work.

This will take a bit of time and during this time Gollum will be exerting every single bit of his might and strength to control, manipulate and derail you so that he does not lose his control. He will send you the most outrageous food thoughts that will seem absolute sense to you but when discussed with others will probably seem barking

Like the lady who regularly would open two bags of crisps and put them into one so that she could tell herself that she had only had one packet of crisps.

Like me wanting to put chocolate buttons on top of my banana slices because it would look pretty.

These are definitely not sane human thoughts coming from your highest good, they are Gollum thoughts but because they present themselves in your own voice you believe them and think they are sane and real.

Gollum will use your monkey and unicorn to manipulate you and he will stamp his feet.

How do you know the difference between Gollum and your monkey or unicorn?

Your monkey will not care what food he gets as long as he eats. Yes, he prefer sweet and fat foods because they are better for your survival.



However, Gollum will be driving the messages to eat sugar and flour products. By putting thoughts in your head about your food and also about yourself, telling you that you are not able to do it, you are worthless. He wants to isolate you and get you on the settee all on your own with a tub of ice cream as your only friend.

- So don't eat fruit, eat chocolate its got the same amount of calories and it tastes better.
- You deserve cookies you have had a bad day.
- You cannot do this, you are useless, you are stupid, you are an idiot
- You would be better off dead than not eating sugar and flour.
- Anything he can say or do to get you sat on the sofa with a family size bar of chocolate, tub of ice cream, or sausage roll.

Do not give in. Every time you say - no, we do not eat that anymore. You are putting him one step nearer a coma and you are putting yourself one step nearer to a life beyond your wildest dreams free from the pain and pull around these foods, you will never need to feel it ever again.

Once Gollum is in jail and the brain and body start to heal you will be amazed. You will be able to stand in front of the bakers shop without any pull whatsoever, the food will just not have a call to you. It is incredible.

We have, however, used our food to fix our feelings for so long too. So when we take away our drug of choice we can be left with a dark hole, it can feel a bit bleak, it is like grieving for a best friend. So we need to help you to learn how to manage and embrace those feelings and ways to naturally and gently increase your dopamine and serotonin so that you are not getting the huge spikes but you are getting immense pleasure out of the gentle things in life; and are not always on high alert for rushes of pleasure and highs.

Is it easy, no not at first. Is it worth it – hell yes!! It is the most amazing feeling in the world.

So when you hear Gollum's voice you need to say:-

We DO NOT eat that food it is poison

I will not let you kill me

I choose a life of happiness and joy and you will NEVER give me that

You are no longer welcome in my world

Have you noticed I haven't mentioned your body weight or image once?

This is because when you sort all of this out; put Gollum in a coma, start to work in your higher self, stop the dopamine rushes, increase your leptin, decrease the insulin spikes, learn to deal with your emotions etc you will not need to worry about your weight because you will be eating only the amounts and the foods that are natural and you will have no cravings or obsessions around food which means you can easily release your excess weight and keep it off. No struggle. Just some immovable fixed foundations. The most important thing is not to feed Gollum his drugs so these fixed foundations are:-

No sugar,

No flour,

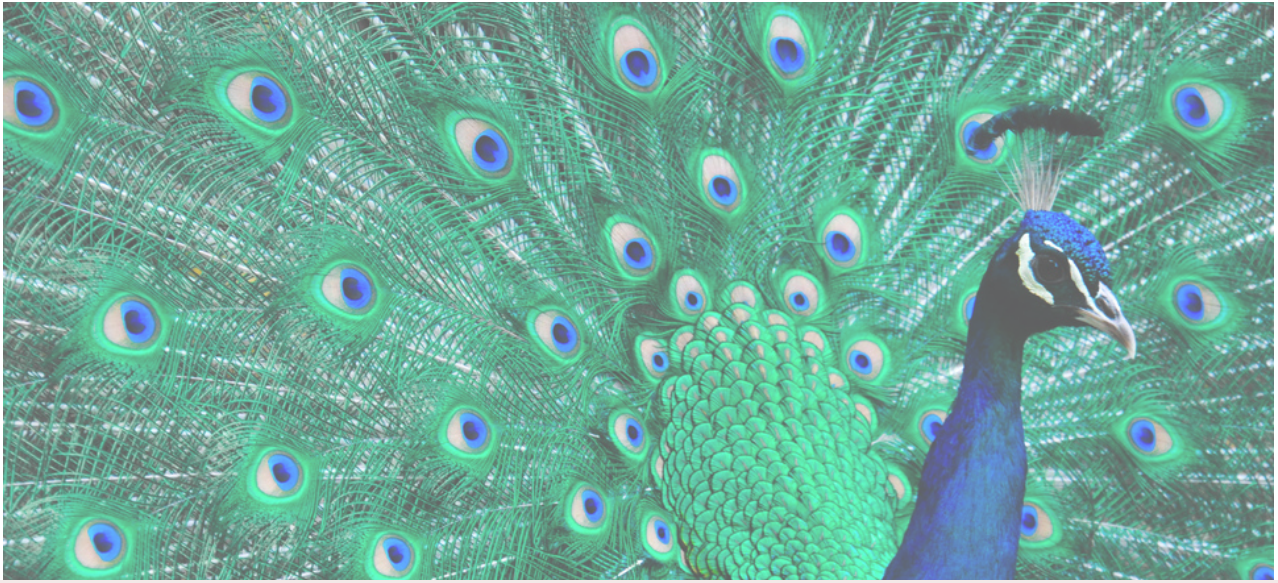
3 meals and 1 snack per day and nothing in between

One plate of food only at each meal.

It is that simple. Genuinely!!

And it is so exciting. A life beyond your wildest dreams is awaiting you full of happiness, purpose and joy and a life where you genuinely have Food Freedom 4Ever.

Food Freedom
4 Ever 



STRUT YOUR PEACOCK FEATHERS, SHINE YOUR LIGHT AS BRIGHT AS YOU CAN, BECAUSE YOUR LIGHT IS THE EXACT LIGHT SOMEONE ELSE NEEDS TO GET OUT OF THEIR DARKNESS AND IF IT IS TOO BRIGHT FOR OTHERS, THEN TOUGH, THAT'S THEIR PROBLEM AND NOT YOURS!!

Good luck on your journey.

Sending you so much love.

Amanda xxx



Please go to www.foodfreedom4ever.com to sign up for more information about my programs, download a free magazine and to sign my petition to get food addiction classified as a substance addiction like alcoholism and drug addiction. When we can get this classification we can get funding to help people like us to get long term support and recovery.

HUMAN THINKING

My top tips



Are you too much?

Embrace your too muchness

What were you told you were too much of as a child?

Were you too noisy?

Were you too shy?

Were you too sensitive?

Were you too boisterous?

Many of us are taught to stop the things that make us exactly who we are. I was always told I was too sensitive. I tried so hard not to feel my feelings, not to cry, not to show my emotions. It made ill. However, it is also the exact thing I need to be empathetic so that I can help other people. My 'too muchness' was my uniqueness that gave me my destiny.

Embrace your too muchness.
You may find your life's calling!!

Start your day

You don't need a new
day to start again

You can start your day at any time you like

You
just need a new mindset

Accept or change

Accept the things that you cannot change
and

Change the
things you
cannot accept

E-motion

An e-motion is Energy
in Motion.

You cannot
destroy energy

What you resist persists!

Feel the feelings, they are trying to tell you something really
important

Shine your light

Don't you dare think about
dimming your light
just because someone else
may find it shines too brightly!

It will be exactly the light that
a different someone needs
to help them see in the dark

Change

If nothing changes
Nothing changes!

Consequences

Do I want the consequences of this
action?

Human Thinking

Top tips checklist

- Put some space between you and the food
- Do something else that is a treat for your body or soul
- Ask your unicorn, what does it need other than food right now?
- Plan your week and ensure you are giving your unicorn it's human needs
- Don't go shopping on an empty stomach
- Give your monkey plenty of exercise
- Manage your monkey by
 - Exercise
 - Distraction
 - Appropriate regular food
 - Parenting
- Remember your monkey is a 3 year old child. Ask yourself would you allow a 3 year old to have or do the thing you are about to do
- Ask yourself - do I want the consequence of this action?
- Guilt is a wasted emotion if you do not do anything to change the behaviour that caused the guilt in the first place.
- Talk to your monkey, you will hear it's voice, do not fight it, just manage it.
- Reassure it that you have the best interests of it and you at heart
- Give your unicorn some new stimulus to think about, Take up a new hobby, activity or education
- When you hear Gollum's voice you need to say:-
 - We DO NOT eat that food it is poison
 - I will not let you kill me
 - I choose a life of happiness and joy and you will NEVER give me that
 - You are no longer welcome in my world

Food Freedom Poetry Corner

One of our wonderfully talented clients Elizabeth Dwyer decided to soothe her unicorn by taking up a new hobby at the beginning of her first reboot - poetry. She has continued to create her wonderful Food Freedom poetry and we would like to provide you with a selection of her poetry here for your enjoyment



MONKEY POEM

On day 3 I learnt all about my naughty monkey
Who for too long has been allowed to roam free.
He wants 2 eat all the time
And that is a bit of a crime.
I need to firmly take him in hand
And persuade him beige foods are banned.
I will find him lots of games to play
So he gets tired and wants to sleep all day.
His pleading voice I don't need to hear.
I can live without beige foods - his greatest fear!
So be quiet monkey & listen to me.
From your constant need for food I will be free
So go to sleep and don't you fret
You are still my favourite monkey pet



MICHI THE MONKEY

Michi, my monkey, is very, very strong
But he now knows he must play along
With what I am doing when all said & done.
He knows I am changing so he cannot have so much fun.
He has lost his power to make me eat
(Which was always his greatest feat).
He is learning that he cannot change my mind
So other things to do he has to find.
So monkey have a sleep or go & play
Because I am not listening to anything you say!

GREEDY MONKEY

Greedy monkey listen 2 me
Your tantrums must stop,. Listen 2 me.
No longer will I eat until I am over full.
I don't need to & it makes me feel ill.
I will stop listening to your constant pleading voice.
I will no longer feel guilty because what I eat is MY CHOICE
Eating the same food is so boring for me.
So there will be changes - u wait & see.
There are new foods for us both to try
That we will enjoy - no word of a lie!
You will no longer get yr own way by stamping yr feet
So go back to your cage & sit in your seat.
Just settle down & don't u fret
My greedy little monkey pet.



MONKEY AND UNICORN POEM

Monkey & unicorn you have both recently been getting out of hand.
But now please listen to me as I now have everything planned.
Because I am definitely back in charge
Things 4 u both will get a bit hard.
You will no longer be able 2 sway me with words.
Monkey yr tantrums will no longer be heard.
Unicorn I know u have my best interests at heart
But in mindless eating I will no longer take part.
Computer I have cleared gremlin beliefs from yr hard drive.
We no longer need these 4 me 2 survive.
Instead I have stored memories that r new.
So monkey & unicorn, this is what u need 2 do.
I now know what is right 4 me.
No longer will I constantly eat u see.
I am going 2 nourish my body & soul
And only eat when hungry 2 get out of this hole.
so pl trust that I now know what 2 do.
I have thought & thought & thought it thru.
The answer I have found out at last.
So we will all now go forward & not live in the past.



UNICORN POEM

Beautiful, sparkly unicorn listen to me.
We have been getting this all wrong, don't you see?
When I am feeling lonely or sad
It's not only food that needs to be had.
Instead something else we need to find
To stop me feeling bad, if you don't mind.
I know you only want to care for me
But what you're doing doesn't help you see.
The proper solution we will find
Because I know in your heart you are very kind.
So together a new way forward we will find.
i know you will agree because you are so loving and kind.

SPARKLE THE UNICORN

Sparkle my unicorn is very, very kind.
If anything upsets me, she tells me "never mind".
She soothes me with food & drink when I feel sad
Because she knows that will stop me feeling bad.
She tells me it's my reward at the end of the day.
"You deserve it" I hear her say.
But unicorn this doesn't really help me
Because I still end up feeling bad don't you see
So we need to find new things to do
And I will be happy. That much is true.



UNICORN MY FRIEND

Unicorn, my lovely caring friend
All this overeating has really got 2 end.
I know u always have my best interests at heart
But from constantly soothing me with food we have 2 depart.
Overeating just makes me feel sad.
Better ways to soothe me need to be had.
So from today new things to do we will find
That will help soothe us & occupy our mind.
Gremlin beliefs have now been banished
Sugar & flour from my diet have vanished.
So as we start a brand new day
There is only one thing more to say.
Thank you for always caring for me.
Your kindness means the world you see.
But my emotions I need to stand up & face.
In the computer, true beliefs are now in place.
So thank you 4 always having my interests at heart
But from this new plan I will not depart...



CLEAN THE HARD DRIVE

I am going to clean my computer hard drive
So gremlin beliefs there can no longer hide.
The beliefs in there are very old
And need 2 b thrown out, if truth be told.
So out with the old & in with the new
I have quite a lot of work to do.
So true beliefs I will store today
And all the rubbish will be thrown away
These beliefs will be much easier for monkey and unicorn to see
And we can all therefore live happily in harmony..

GREMLINS IN THE COMPUTER

Monkey & unicorn listen to me!
There r gremlins in the computer, don't u see.
It's no good looking in there just now.
These gremlin beliefs need to be changed-but how!
They show food has been a comfort before
But these gremlin beliefs I am telling u we must ignore
I am replacing them with beliefs anew
So that in the future we will all know what to do.
We will no longer look in the past
Good feelings from gremlin beliefs just don't last!
So true beliefs I'm adding today
Because these beliefs will save the day.
All limiting beliefs have been cleared away.
That's excellent news, wouldn't you say?
So if we all start working together
We know future problems we can now weather
We know where the true beliefs are now kept
So settle down - it's time we all slept!





Gollum

GOLLUM

Gollum is very strong today
He won't let my CHUMs come out to play.
"My precious-just give it too me".
His constant demands means from food I cannot be free.
But beware Gollum because change is on the way
Because I am going to stop you coming out to play.
Things are going to change you see.
You will no longer control me, so let it be.
I will no longer hear your whiney words.
My ears are closed. You cannot be heard.
I will be putting you in your place
'Cos much more of your shenanigans I cannot face.
So Gollum behave and go to sleep now.
We have got to learn to live in peace somehow.

STAMPING FEET

My Gollum is now stamping his feet
Because his addictive needs I will not meet.
So I will keep him in his own personal jail
Because if I do this I will not fail.

NASTY PIECE OF WORK

Gollum you are really a nasty piece of work.
Your conniving behaviour & shenanigans make me hurt!
I don't really believe you care about me.
You just want what you want from what I can see.
You are selfish, manipulative, greedy & bad.
Your parasitic behaviour makes me really mad!
I am determined to put you in your place.
Your selfish behaviour I can no longer face.
My monkey and unicorn care for me.
You definitely don't - it's so plain to see.
So from now on I will take charge
And completely ignore you even if it's hard.
In an induced coma you will now go
Because I know what is best for me, and so
I am banishing you to your own personal jail.
With you sleeping there I cannot fail.
My CHUMS will no longer be ruled by you
Because monkey,unicorn & I will work together anew.
"I want my precious" demands we will no longer hear
So we all will no longer have to live in fear.
Cravings will become a thing of the past
And I will have freedom from food at last.



Recipes from Your Sugar Free Kitchen

August recipes are all about cooling and hydration. So you will find some ice cream, iced treats, cooling drinks and even a couple of cocktails.

These recipes do not have any allowance amounts against them because they are meant to be an occasional treat to help you cool down and an alternative to shop bought ices which were full of sugar and unhealthy additives. The ice pops and drinks are relatively low in calories so can be consumed moderately, but the ice cream is very high in calories so should be an occasional once a week treat.

try to get your kids involved with making these and you will find that they will happily eat these with you and you will then have less FOMO and it will nourish your soul.

Food Stages

All of our recipes have food labels. The first one shows you the amount of Food Freedom Allowances in each serving so you can use them to design your own food plans.

They also have a Food Stage Label – this shows which stage of the Food Freedom Recovery Road they are suitable for. The stages are explained in more detail below.



Suitable from stage 2

Suitable from stage 3

1

REBOOT

This stage is a two week detox that helps you to eliminate all of the nasties in your diet, learn about how your subconscious and conscious brain works around food and diet and inform you about good nutrition for success. Your taste buds will start to revitalise, food will taste amazing and you will start to get a clarity of mind never felt before..

2

REPAIR

28 days of medicine, here you will follow your given nutrition plan and success habits to create healing of brain and body and switch off the washing machine brain of food obsession. You will feel an amazing sense of relief and freedom in this stage, probably something you have not felt for many years.

3

RESTORE

In this stage you will identify what your individual triggers are, work out the food and behaviours that always send you to eat more food than you intend to. You will also be looking at your spiritual side and starting to get back in touch with your intrinsic self and learn that you are enough exactly as you are. This is the stage where you will be stepping into your right sized body and feeling fab and unstoppable.

4

RETAIN

So you are feeling fab, looking fab and feeling free. Let's go even deeper, let's get to the bottom of anything that may be getting in your way of staying there. You will be tweaking your food plan and looking into any self sabotage or destructive thought processes that are standing in the way of your long term success so you can retain your new found food freedom 4ever.

5

REVIEW, RESET AND RECOMMIT

We are all human; we need to have a safe place to be human. This stage can come at any time in the process. We slip; but we get right back on track, restart and recommit. We see it all as a learning curve and depending up on the level of the slip, we either jump straight back on or we have a rapid reboot seven-day plan to jump you right back in and detox. Most of all you don't leave it for days, weeks or months, you have the tools to restart and recommit immediately.

6

RADIATE

You are like a radiator. You are glowing and feeling better than ever. This is the time to radiate and show others what you have achieved. In the recovery world there is a slogan that says 'You have to give it away to keep it' This is the premise of recovery.

Stage One - Reboot stage

You must eat the foods EXACTLY as it says in the recipe booklet and only for the meal they are labelled for. Three meals and one snack from ONLY the meals and recipes in the reboot pack. These recipes can be used for any of the stages

Stage Two – Repair stage

These recipes are suitable for any stages from stage 2 onwards (unless they contain a personal trigger food). You can decide when and how you use your Food Freedom Allowances. However, you must still have only 3 meals and one snack per day.

Stage Three and Four – Restore and retain stages

These recipes contain some flexible foundation foods such as almond flour, approved sweeteners, cornflour. Also some 'substitute or look alike' foods. Do not eat these foods more than once per day as they may set off cravings and food obsession.

By this stage you should have built up sufficient defence against these substitute foods to not trigger a need for the real thing and to not want to eat more and more of these foods. However, it is imperative that if you start to crave the original food or you are wanting to eat the substitute food more than once per day, that you stop eating it or you are very mindful about the number of times you eat it. This stage is about finding your personal 'normal' so it is a trial and error process. You need to be very mindful and aware of which foods set the obsession and cravings off and be honest with yourself and your ambassador or coach so that you can ensure that you stay 'free'.



Suitable from stage 2



Suitable from stage 3

Slow Cooked Blueberry Oatmeal



Serves: 6
Prep: 10 mins
cook: 9 hours



1 fruit
1 carb
1/2 fat



Suitable from stage 2

WHAT YOU NEED

- 700ml whole milk
- 450ml water
- 150g old-fashioned oats
- 2 tsp vanilla extract
- 2 tsp cinnamon
- 1/4 tsp salt
- 15oz frozen blueberries
- 1/4 cup shredded coconut

INSTRUCTIONS

Add in all ingredients except blueberries and coconut. Cook, stirring occasionally, on high for 4 hours, or on low for 8 hours.

In the last 10 minutes of cooking, turn dial to warm and gently stir in the blueberries and coconut.



Lemon-Garlic Chicken



Serves: 4
Prep: 10 mins
cook: 9 hours



Suitable from stage 2

WHAT YOU NEED

- 1 lb boneless skinless chicken breasts
- Salt
- Black pepper
- 2 large onions, diced
- 4 cloves garlic, minced
- 4 carrots, cut into 1" pieces
- Juice and zest of 2 lemons, divided
- 4 sprigs fresh thyme
- 700ml low-sodium chicken stock
- 250g frozen peas

INSTRUCTIONS

Sear the chicken until golden brown in a pan for around 2 minutes per side. Season with salt and pepper and place in a slow cooker.

Add the onions, garlic, carrots, zest and juice of 1 lemon, thyme, and chicken stock, then season with salt and pepper. Cover with lid and cook on low for 6 to 7 hours, or on high for 3 to 4 hours.

Add the frozen peas and cover with lid until warmed through, around 2 to 3 minutes.

Add zest and juice of remaining lemon. Serve immediately.



Spanish beef Casserole



Serves: 4
Prep: 10 mins
cook: 9 hours



Suitable from stage 2

WHAT YOU NEED

- 1lb stewing beef, all fat removed
- salt and ground black pepper to taste
- 2 chopped onions
- 2 cloves garlic, crushed
- 4 carrots chopped into large chunks
- 4 chopped red potatoes
- 1 400g can diced tomatoes
- 1 400g jar passata
- ½ cup pitted and halved green olives

INSTRUCTIONS

Heat a large frying pan over medium heat. Cook beef until completely browned, for around 5 minutes; season with salt and pepper. Transfer to a slow cooker, retaining some of the beef drippings in the pan.

Return the pan to heat and heat the retained drippings. Cook the onion and garlic until softened, about 5 minutes and then add to beef in slow cooker.

Stir in the chopped potatoes, diced tomatoes, carrots, sofrito, and olives.

Cook on Low until beef and potatoes are tender, around 4 to 5 hours.



Pot Roast with Cider



Serves: 6
Prep: 15 mins
cook: 9 hours



Suitable from stage 2

WHAT YOU NEED

- 1.5lb joint of beef or pork
- 1 cup apple cider
- 3 tbsp tomato paste
- 2 tbsp Worcestershire sauce
- Salt
- Pepper
- 4 medium parsnips
- 3 medium sweet potatoes
- 2 medium onion
- 4 clove garlic
- 2 sprigs of fresh rosemary

INSTRUCTIONS

In your slow cooker mix together the cider, tomato paste,, Worcestershire, and 1/4 teaspoon each of salt and pepper. Add the parsnips, sweet potatoes, onion, garlic, and rosemary and toss to combine.

Season the meat joint with 1 teaspoon each of salt and pepper and nestle among the vegetables in the slow cooker. Cover and cook until the meat is tender, around 8 to 9 hours on low.

Transfer the meat to a cutting board and slice. Serve with the vegetables.



Turkey Chilli



Serves: 6
Prep: 15 mins
cook: 9 hours



Suitable from stage 2

WHAT YOU NEED

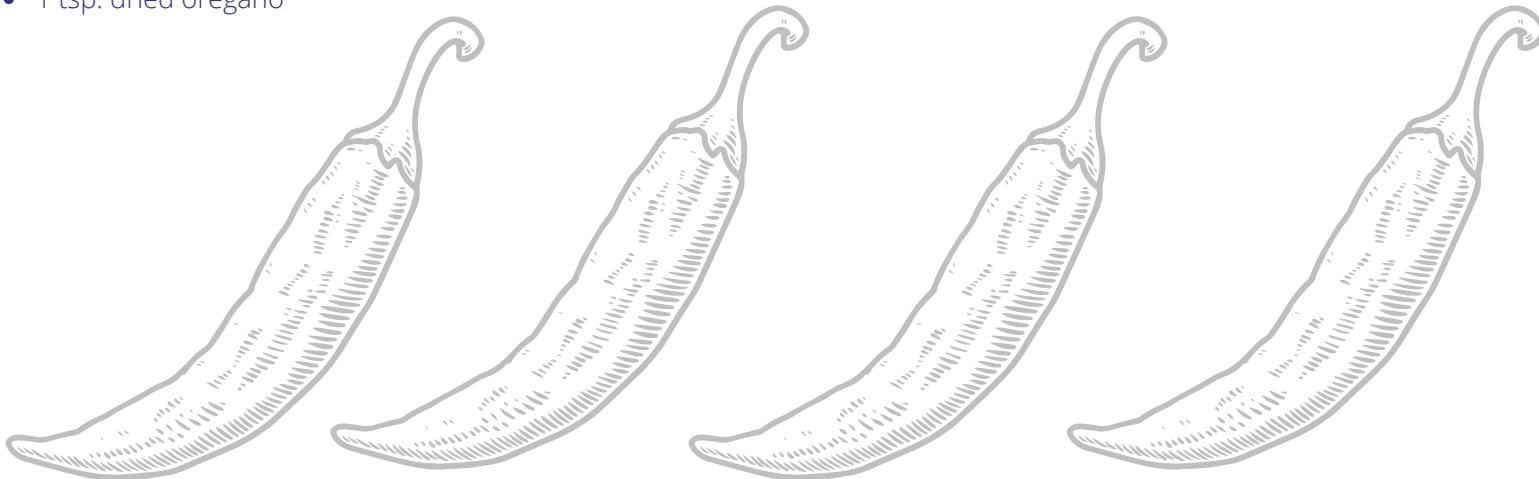
- 1 tbsp extra-virgin olive oil
- 1 red onion, finely chopped
- 1 green Pepper, chopped
- 1 red pepper, chopped
- 4 carrots chopped
- 1 1/2 lb minced turkey
- Salt
- Black pepper
- 2 cloves garlic, minced
- 2 tbsp tomato paste
- 1 can chopped tomatoes
- 1 can black beans, rinsed and drained
- 1 can kidney beans, rinsed and drained
- 500ml low salt chicken broth
- 2 tsp. chilli powder
- 1 tsp. ground cumin
- 1 tsp. dried oregano

INSTRUCTIONS

Heat oil in a large pan and add the onion and pepper and carrots and soften gently. Add the minced turkey and cook through stirring occasionally, until turkey is golden (it doesn't have to be completely cooked through at this stage). Season with salt and pepper, then stir in the garlic and tomato paste and cook for around 3 minutes. Transfer the mixture to a slow cooker.

Add tomatoes, black beans, kidney beans, chicken broth, chilli powder, cumin and oregano. Cook on high for 4 hours, until chilli has thickened. Season with salt and pepper to taste.

Serve with brown rice or cauliflower rice.



Chicken Fajitas



Serves: 6
Prep: 10 mins
cook: 9 hours



Suitable from stage 2

WHAT YOU NEED

- 4 boneless, skinless chicken breasts
- 2 tsp. cumin
- 1 tsp. chilli powder
- 1/2 tsp. garlic powder
- 1/2 tsp. red pepper flakes
- Salt
- Black pepper
- 4 peppers, thinly sliced
- 2 onion, thinly sliced
- 1 can diced tomatoes, drained

FOR SERVING

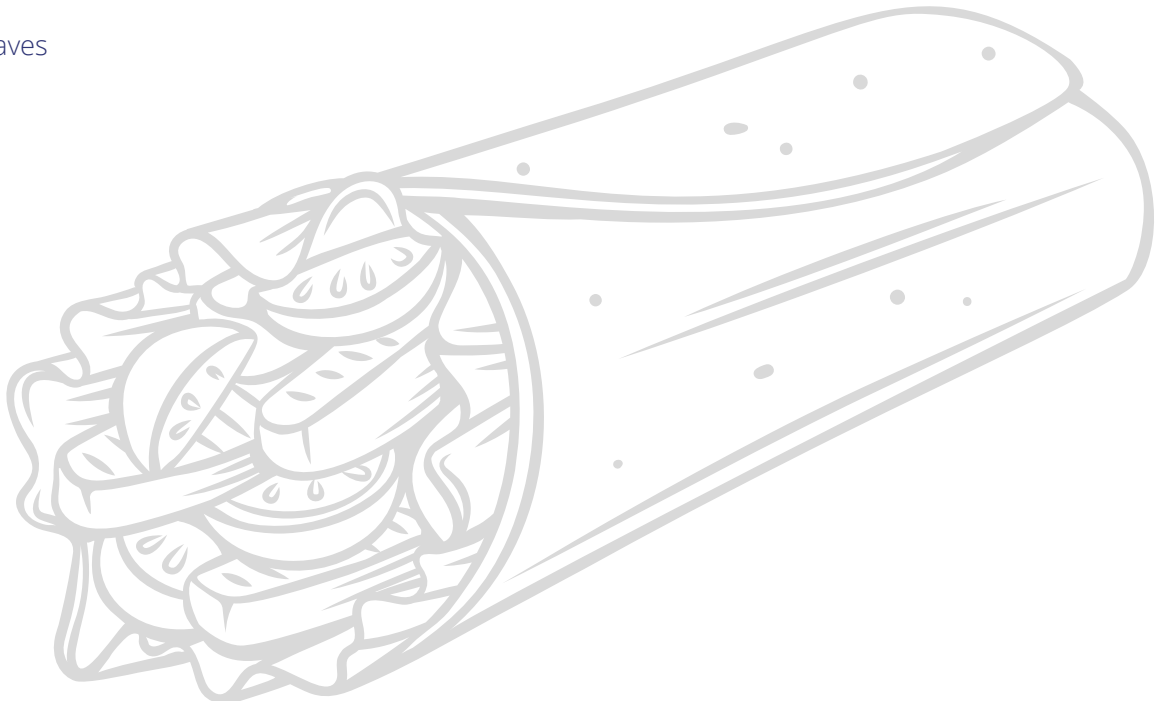
- Tortillas or lettuce leaves
- Guacamole
- Salsa
- Sour cream
- Shredded cheddar

INSTRUCTIONS

Place the chicken into the slow-cooker and season with cumin, chilli powder, garlic powder, red pepper flakes, and salt and pepper. Top with the peppers, sliced onions, and tinned tomatoes. Cook in the slow cooker on low for 4 to 6 hours, or until chicken is cooked through.

Remove chicken from slow-cooker and slice into strips. Use a slotted spoon to remove peppers, onions, and tomatoes and place on a plate with sliced chicken. Discard any extra liquid.

Serve fajitas in tortillas, or on salad leaves with desired toppings.



Slow Cooked Pulled Pork Recipe



Serves: 4
Prep: 10 mins
cook: 9 hours



Suitable from stage 2

WHAT YOU NEED

- 1.5 lb Pork shoulder, with all visible fat removed
- 500g Passata
- 5tbsp Worcestershire sauce
- 3tbsp Balsamic vinegar
- 1tsp Mustard powder
- 2 Garlic cloves, crushed
- 3tbsp Sweetener
- 200g Steamed green beans

INSTRUCTIONS

In a bowl, mix the passata, Worcestershire sauce, balsamic vinegar, mustard powder, garlic, sweetener and seasoning.

Transfer to a small pan and simmer for 15 minutes, or until the sauce thickens.

Meanwhile, trim and remove all visible fat from the pork and sear all sides in a hot frying pan.

Transfer to a slow cooker coat with the sauce and cook for 8-12 hours on the medium setting.

Remove the pork from the slow cooker and place on a cutting board. Allow the meat to cool for approximately 15 minutes, then shred into bite-sized pieces using two forks.

Remove the sauce from the pan and set aside to drizzle on the meat later.

Serve with a dollop of sauce, steamed green beans and a wholemeal roll or lettuce leaf



Mushroom and Lentil Barley Stew



Serves: 4
Prep: 10 mins
cook: 6 hours



Suitable from stage 2

WHAT YOU NEED

- 2 pints vegetable stock
- 2 cups sliced fresh button mushrooms
- 1 cup dried shiitake mushrooms, torn into pieces
- $\frac{3}{4}$ cup uncooked pearl barley
- $\frac{3}{4}$ cup dry lentils
- $\frac{1}{4}$ cup dried onion flakes
- 2 teaspoons minced garlic
- 2 teaspoons dried mixed herbs
- 3 bay leaves
- 1 teaspoon dried basil
- 2 teaspoons ground black pepper
- salt to taste

INSTRUCTIONS

In a slow cooker, mix the broth, button mushrooms, shiitake mushrooms, barley, lentils, onion flakes, garlic, mixed herbs, bay leaves, basil, pepper, and salt.

Cover, and cook 4 to 6 hours on High or 10 to 12 hours on Low. Remove bay leaves before serving.



Nutrition Disclaimer

Thank you so much for using our recipes. All of our recipes are either our own favourites or taken from other various sources and amended to ensure they are nutritionally suitable for our clients' requirements. We are not responsible for the outcome of any recipe found on our website or linked to from any other source. The desired outcome of recipes may not be achieved due to several factors, including ingredients, equipment, errors/typos, or the reader's individual cooking ability.

General Food Safety:

The reader assumes full responsibility for using their best judgment when cooking with raw ingredients such as beef, poultry, or eggs, and seeking information from an official food safety authority if they are unsure. The reader must also take care to not physically injure themselves by coming into contact with hot surfaces, sharp blades, and other kitchen hazards. It is the responsibility of the reader to review all listed ingredients in a recipe before cooking to ensure that none of the ingredients may cause a potential adverse reaction to anyone eating the food based on recipes featured on the Website or in any document.

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