



15th St. Fitness

916.374.9100

109 15th St.

West Sacramento, CA 95691

manager@15thstreetfitness.com

http://www.15thstreetfitness.com

Issue 3

September 2009

Why We Overeat taken from Nutrition Action Healthletter

Excess weight increases the risk of diabetes, heart disease, cancer (of the breast, colon, esophagus, kidney, and uterus), stroke, gallbladder disease, arthritis, and more.

Americans spend billions on weight-loss schemes, yet most diets fail over the long term. "That is because we have not understood why eating certain foods only makes us want to eat more of them," says Kessler. "No one has recognized what's really happening." Here's how the food industry leads us to overeat... and how to fight back.

What does the science say?

Kessler gave rats a series of solutions containing combinations of sugar, corn oil, and vanilla, and found that sugar was the prime driver. But when you add fat to sugar, you increase the drive synergistically. If you combine sugar and fat, animals will work harder to get it. If you give sugar alone, you'll get some dopamine spike, but if you put sugar and fat together, you stimulate more brain activation. And we know that humans prefer sugar mixed with cream more than the same amount of sugar mixed with skim milk.

How is dopamine – a neurotransmitter that conveys messages from one nerve cell to another – part of overeating?

Dopamine focuses your attention. As human beings, we are wired to focus on the most important stimuli in our environment. It's not genuine hunger, but the anticipation, that makes us eat long after our calorie needs are satisfied. We thought you would get a little dopamine elevation

and then we would habituate – that is, the food would lose its capacity to activate our brains. But if you combine sugar and fat, that brain activation doesn't always habituate. And as you make food multisensory, some people don't get habituation. Their dopamine stays elevated.

The more multisensory you make food, the more reinforcing it becomes. The more people come back for more.

How does salt make us want to eat more?

A food industry executive told me that the industry creates dishes to hit what he called the three points of the compass. Sugar, fat, and salt are what make food compelling and indulgent. They lead to a roller coaster in the mouth – the total orosensory experience. We get cued – by sights, sounds, smells, time of day, location. The brain circuits get activated. And then you either distract yourself with something that's more important to you or you consume it and there's a release.

I combine some sugar, some fat, I add texture, color, temperature, mouthfeel, the outward appearance, the smell, and I put it on every corner, make it available 24/7.

Then I add the emotional gloss of advertising. I say you can eat it with your friends. Have a good time. I make it into a food carnival, and what do you expect to happen?

Here's another example: Nicotine alone is a moderate reinforcing substance in animals. I add to the nicotine the smoke, the cellophane crinkling of the pack, the color of the pack, the image of the cowboy, the sexiness, the glamour, the emotional gloss of advertising. And what did I do? I took a moderately reinforcing substance and made it into an addictive product.

Continued on page 2

Fitness For Life

New Aerobics Classes!

Check out our recently added Aerobics classes!

- › Get moving with Peggy's Salsa class on Mondays at 5:30pm.
- › Try Turbo Kickboxing with Bobbie on Wednesdays at 5:30pm.
- › Join Q for Funk Aerobics on Saturdays at 9am.

Grab an Aerobics schedule at the front desk or to the left of the Aerobics room door.

Alliance Membership

15th St. Fitness hosts an Alliance Membership program with the West Sacramento Rec Center, which allows members of 15th St. Fitness to enroll at the Rec Center for a discounted price.

Add on the Rec Center for as little as \$10 per month. Please see the front desk for details!

28 Day Weight Loss Class

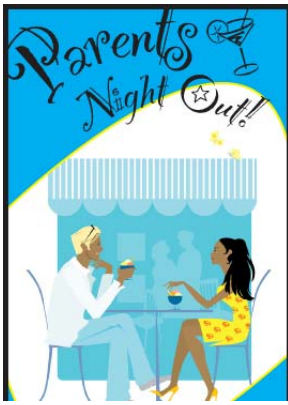
Jumpstart your Weight Loss and Wellness Program at 15th St. Fitness. Guaranteed you'll loose at least 8lbs or your money back!

28 Day Jumpstart Weight loss Program starts September 10th .

Educate yourself on the roles food and science play in your overall wellness and weight loss goals.

Learn how to incorporate healthy eating habits, detoxification practices and nutritional supplementation into your daily life.

Parents' Night Out



Attention parents! 15th St. Fitness would like to honor all our hard working parents with a "Parents' Night Out."

Our Kids Club will provide safety, food, and entertainment for your kids while you enjoy time for yourselves.

The next event will take place on October 2nd.

We will have arts, crafts, pizza, and adult supervision for them to enjoy and not even know your gone.

The cost is just \$10.00!

Please sign up at the front desk for this month's Parents Night out on Friday, October 2nd.

Hey, Dude. When I said, "Curlers might help." That's not what I meant.



Fitness Funnies:

"I really don't think I need buns of steel. I'd be happy with buns of cinnamon."

- Ellen DeGeneres

The Power of Fitness:

"The health of people is really the foundation upon which all their happiness and all their power as a state depend."

- Benjamin Disraeli



"What fits your busy schedule better, exercising one hour a day or being dead 24 hours a day?"

Why We Overeat (continued from page 1)



Our mission is to create a professional, friendly environment in a quality facility to help each member see measurable results that turn into Fitness for Life! Our passion is to turn your dreams into reality by understanding your needs and provide personalized services to help you meet or exceed your fitness goals.

Is everyone equally vulnerable to these foods?

Ask people if they have these three characteristics: **1)** Do you lose control in the face of highly palatable foods? Is it very hard to resist them? **2)** Do you feel a lack of satisfaction when you're eating? **3)** do you have a preoccupation? Do you think about foods in between meals?

If you expose these people to the cues and you scan their brains, you see elevated activation in a part of the brain called the amygdale, which is where we process and store memories of emotions. So the reason some foods are so hard for conditioned hyper eaters to resist is that the reward circuits of the brain are in overdrive, and they're overriding the body's homeostatic mechanisms.

These mechanisms should make people stop eating. If you look at children at the age of two or three, they compensate. If you give them more calories in one meal, they'll eat less later in the day. But if they get exposed to sugar, fat, and salt all day for a few years, they lose the ability to compensate.

Every time you get cued and consume the stimulus, you strengthen the neutral circuits, so the next time you're more likely to do it again.

Why don't diets work?

Deprivation increases the reward value of food unless you substitute something you want more. And after you lose the weight, the old circuit is still there. Unless you've replaced it with new circuitry – new learning – if you're put back in your old environment, you continue to get bombarded by the old dues, so of course you'll gain the weight back.

Food Rehab

1. Determine each meal and snack ahead of time and block out everything else.
2. Figure out how much food you need and don't get seconds.
3. Pick foods that will satisfy, not stimulate you.
4. Anticipate your moves. For example, tell yourself, "If I encounter chocolate-covered pretzels, I'll keep walking."
5. Stay alert to emotional stressors or other stimuli that trigger automatic behavior. Recognize emotions that might lead you to overeat.
6. Turn off the image of the trigger food before you start to debate whether to eat.
7. Pair the unhealthy food with a stream of (unappealing) images.