Eat to Get Lean: Insider Report

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What Makes Us Overeat?
Our “Toxic” Food Environment
The Dopamine Connection
Your Fat Burning Blueprint

www.getleanprogram.com
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How to use this Report

This report is designed to be fun and easy to read! Don’t feel like you have look at everything - just focus on what interests you most. There are Hotlinks on the right hand side of every page. At any time, you can click there and easily jump to the next section.

Hotlinks
- Smart Choice Scandal
- Deceptive Diet Foods
- “Feel Good” Dopamine Response
- Your Childhood Eating Habits
- Everyday Tips for Lean Eating
- Your Get Lean Program
- Get Lean Program Contents
- www.getleanprogram.com

Credits

Apart from all the excellent authors referenced in this report I would like to thank my sister Alison who, based on her extensive knowledge and experience working in the field, helped me create this incredibly valuable and highly needed resource for people wanting to eat healthy and get lean.

Images

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ISBN 978-0-473-16948-0
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- Nutrition Intuition and Diary System
- Food and Recipe Guide

Think Lean – Get Lean Audio Program
“Thank you for taking the time to read this report!”

We all lead very different lives, with family, jobs and personal commitments, and our own individual challenges. Maybe you have children, a stressful work life, regular travel or personal and living issues that make eating healthy difficult. If so, then this report contains something for you! Feel free to pick and choose what you think may work. Try it out and see that a few small changes can achieve big results.

“Whatever walk of life you are from, whether you are 16 or 60, male or female and no matter where you live in the world – there is a lot of exciting information here to help you eat to get lean!”

Thank you and healthy eating,

About Me

I am a 46 year old international fitness model and sports and health writer. I love surfing, boxing and weight training. I grew up in Adelaide, Australia and have dual nationality (Australian and New Zealand). Currently I live in Panamá, Central America.

Get Lean Program:
www.getleanprogram.com

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http://www.surveymonkey.com/s/QW58JV7
Did you ever stop to really think about why we overeat? Why is food so tempting? Why is it a struggle to reach our ideal weight? Whether you are a Mum trying to lose weight, a man fighting belly fat, a physique competitor or fitness model – food poses the same problem to all of us – we eat foods we know we shouldn’t and we eat more than we want to! Why?

“People are often unaware of the amount of food they have eaten or of the environmental influences on their eating”

From “Eating as an Automatic Behavior”¹

It’s easy to think that eating healthy and losing weight is all about sacrifice and discipline. But I found that successful weight loss begins with understanding how two very important things affect our food choices: our Food Environment and our own Individual Eating Behavior.

Our “Toxic” Food Environment
What makes me Overeat?

“How is food sold to me?”
• Packaging
• Labeling

Problem: our food environment is toxic to healthy eating and weight loss.

“When I became more aware of my food environment, it was a lot easier to make the right choices.”

Where do I eat my food & how is it presented?
• Social Eating
• Portion Distortion

What foods do I tend to overeat & why?
• Feel Good Foods
• Fun Foods
• Easy to Eat Foods

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Our “Toxic” Food Environment

What makes me Overeat?

We already know that television, magazines, supermarkets and even packaging and labeling are designed to sell us more food - but we need to become more aware.

The frequency of which we see foods and the prominence of them around us has a big impact. Without us realizing we are being “primed” by food advertising. It affects our food choices, our perception of how hungry we are, it makes our mouth water and ultimately, how often and how much we eat.

Think about the TV commercials during cooking shows. Beware! We are watching delicious food being cooked and now we are being sold it. Remember, the more prominent a food is – the better it sells. For example, in supermarkets increasing the shelf space of an unpopular food can increase sales by 40%!

The “Smart Choices” Scandal

In August 2009, major U.S. food manufacturers (including Kellogg, Kraft, General Mills, Sun-Maid, General Mills and Unilever) implemented the “Smart Choices” nutrition labeling Program, the green check mark and logo on foods to promote them as “healthy”. But within just 2 months the program was suspended because the FDA found evidence that it was very misleading to consumers.

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Our “Toxic” Food Environment
What makes us Overeat?

The FDA found that there were “Smart Choice” products that contained almost 50% sugar.³

For example, Kellogg gave it’s Froot Loops which has 41% processed white sugar – the Smart Choice tick of approval. Open your eyes! Food packaging is about selling you food by making it appear healthy. Just read this example list of labels:

• Kraft’s “Sensible Solution” program has been applied to several high-fat cheeses, salty hot dogs, and Nabisco Strawberry Newtons.

• Kellogg uses a misleading “Best to You” banner which advertises that the product contains “iron” and “energy” while overlooking excessive sugar content.

• The dairy industry allows a “3-A-Day” symbol on its products regardless of fat content.

• The American Heart Association’s “heart check” does not consider trans fats or refined sugars.

• Unilever’s “Eat Smart” allows its extremely salty products to use this label.

³ Lauren Evans, *After criticism, food industry abandons Smart Choices Program* Corporations and Health Watch http://www.corporationsandhealth.org/Smart_Choices.php

“Just because a box says “Smart Choice” or some other misnomer – it doesn’t mean it’s healthy!”

Packaging standards are developed by the food companies themselves to create clever marketing campaigns.
“Ingredients List” Scam

If a food contains more sugar than any other ingredient, government regulations dictate it must be listed first on the label. But unethical food manufacturers hide the amount of “sugar” by listing it’s different sources separately (corn syrup, high-fructose corn syrup, fruit juice concentrate, maltose, dextrose, sucrose, honey, and maple syrup) so they are pushed further down the list making the food look healthy.

Most processed breakfast cereals have a combination of sugar, brown sugar, fructose, high-fructose corn syrup, honey, and molasses — which are sneakily listed as innocuous separate ingredients. Check the FDA website and see what 120 million dollars in lobbying does for food labeling.4

How to Understand and Use the Nutrition Facts Label
FDA Consumer Guide (click to view)

Deceptive Diet Foods: Synthetic Sweeteners

Just because something is packaged as a “diet” food doesn’t mean it’s healthy.

Effects of Synthetic Sweeteners:
- Increased appetite
- Increased desire for sweet foods
- Decrease in fat metabolism
- Increased risk of Metabolic Syndrome and Type 2 diabetes.

4 Food Industry Lobbying in the US; http://www.opensecrets.org/industries/alphalist.php
Our “Toxic” Food Environment

What makes us Overeat?

When we consume synthetically sweetened food or beverages the body thinks it’s about to get a calorie hit. Our appetite increases and because it’s a “diet” product we feel like it’s OK to have more which in the long run leads to gaining weight. Synthetic sweeteners can slow down fat metabolism and sabotage our weight loss. Research also shows that daily consumption of diet soda makes us at higher risk of developing metabolic syndrome and Type 2 diabetes. So choose unprocessed foods and use Stevia or another natural low-calorie sweetener instead.

Deceptive Diet Foods: Low Fat Labels

Research shows that if a food is marked as “low-fat” people tend to overeat it.

In a study presented in the Journal of Marketing Research:7

- Labeling snacks as low fat increases food intake during a single consumption occasion by up to 50%.
- Most people thought that low-fat snacks were 20-25 percent lower in calories (confusing low-fat with low-calorie - in fact low-fat snacks tend to be about 15% less calories).
- Overweight people would eat an average of 90 more calories when given a low-fat alternative to the real thing.

The result is that low-fat food labels can encourage overeating by distorting our perception of the appropriate serving size and decreasing our guilt of eating more than we need to.

6 Jennifer A. Nettleton, PhD, Pamela L. Lutsey, PhD, Youfa Wang, MD, PhD, João A. Lima, PhD, Erin D. Michos, MD, David R. Jacobs, Jr., PhD, Diet Soda Intake and Risk of Incident Metabolic Syndrome and Type 2 Diabetes in the Multi-Ethnic Study of Atherosclerosis (MESA)* American Diabetes Association; http://care.diabetesjournals.org/content/32/4/688.full#ref-5
Where do I eat my food and how is it presented?

What makes me Overeat?

**How your meal environment stimulates you to eat more:**

- **Sharing Meals:** we eat more because we are influenced by those around us.

- **Distractions:** things like watching TV during meals can increase how much we eat.

- **Disinhibition:** when our inhibitions are decreased we eat more (alcohol, low restaurant lighting, relaxing music, entertainment).

- **Portion Distortion:** eating out portion sizes are 2 to 5 times larger than the recommended standard size.

Without realizing we often consume more than we planned to. Many times people under-estimate how much they have eaten just because they were not paying attention!

*In one study, unknowing diners were served tomato soup in bowls that were refilled through concealed tubing that ran through the table and into the bottom of the bowls. People eating from these “bottomless” bowls consumed 76% more soup than those eating from normal bowls, but estimated that they ate only 4.8 calories more.*

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What foods do I tend to overeat and why?

What makes me Overeat?

Scientists have found that there are three types of foods that people tend to overeat:

- “Feel Good” Foods
- Fun Foods
- Easy to Eat Foods

The “Feel Good” Dopamine Food Response

Food high in sugar, salt and fat triggers the reward system of our brain and releases the neurotransmitter dopamine, a chemical that motivates our behavior and makes us want to eat more. Research shows that just seeing tempting food triggers dopamine production and makes us feel hungry. Many foods are chemically engineered to be high in sugar, salt and fat so they stimulate our appetite to make us buy and eat more.10 Some scientists such as Dr. Nora Volkow, Director of National Institute on Drug Abuse, suggest that for some people food is extremely stimulating and leads to chronic overeating or “food addiction.”11

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What foods do I tend to overeat and why?

What makes me Overeat?

Fun Foods: Variety stimulates consumption

Variety in food texture, color and flavor (sugar, salt and fat) makes us eat more. Just think M&M’s, crunchy savory or sweet foods with dipping sauce, chocolate covered pretzels and the Snickers Bar (the perfect combination of sugar, salt and fat that dissolves while we chew allowing the caramel to swish the peanut pieces together so all deliciously disappears down our throat without much effort at all! Watch out for fun foods, those irresistible hyper-tasty snacks that disappear before we know it!

Easy to Eat – Low Effort Foods

The less effort it takes to get food and the easier it is to eat – means we will eat more. Simple things like having chocolate conveniently on your desk or eliminating the need to chew so much affects how much we eat. For example, a chicken breast is tenderized by a machine with hundreds of needles then liquid is added (a solution of up to 25 percent water, hydrolyzed soy protein, salt, and sodium phosphate) so it is softer, easier to chew, swallow and ultimately eat. Some people are even calling these “adult baby foods!” By eliminating the need to chew we can eat faster and consume more calories.

Beware of “pleasure foods” they often lead to overeating and leave us feeling unsatisfied.

Our Environment & Our Individual Eating Behavior

What makes me Overeat?

How do you respond to food?
What is your food lifestyle?
What are your eating habits?
Why?

Your Childhood Eating Habits

Think about the foods you ate as a child. What were your favorite foods? Even today those memories can be a powerful force unconsciously influencing our eating preferences.
Why? Because those “feel good” dopamine induced memories stay with us for a lifetime. For some of us - just the sight of a piece of chocolate cake, the smell of fresh bread or watching someone eat ice cream can over take our good intentions.
We know we shouldn’t overeat but we do it anyway. New research shows that it’s not just about lack of willpower but the influence of past feel good memories that influence overeating.

Automated Eating

When foods are visible and available, when they are served as larger portions, when it’s easy to eat, fun food, when we are sharing meals with others, when it’s convenient and delicious – it’s easy to slip into “automated eating”. We lose track of how much we are eating and before we know it we have consumed way more than we intended. Most often these are pre-cooked and pre-packaged foods.


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Become more aware of the foods that trigger your overeating.

Don’t be an automatic eater – be conscious of your food environment and your individual eating behavior.
How to Start Eating to Get Lean

Practical Everyday Tips for Lean Eating

Become more aware of how your **food environment** is influencing you and how your own **individual eating behavior** functions. It’s a lot easier to lose weight when you understand what is going on.

Be more sensitive to **advertising** and notice what foods grab your attention – ask yourself why? Don’t trust **food labels**; if it is pre-packaged, processed or pre-prepared then the odds are it’s not good! Re-visit your kitchen and look at **sugar**, **salt** and **fat** content. Think about the foods and situations that **trigger** overeating. Once that you know it is your brain that is being stimulated to eat (and not your stomach), you can start to do something about it!

Personally, I stopped watching cooking shows, I didn’t buy foods that I knew I couldn’t resist, I tried not to food shop alone and used smaller fresh food grocery stores if I could. I started eating whole, unprocessed foods 5 days a week and then relaxing on the weekend – while I re-learned how to enjoy pleasure foods without overeating. Keep reading for my practical everyday tips for lean eating.
How to Manage Your Environment

How to Start Eating to Get Lean

Watch out for advertising:

• Switch-off to food advertising, don’t pay attention.
• Be skeptical of food packaging claims.

What to do in the supermarket:

• Have a grocery list and stick to it.
• Try to shop with another person if you can.
• Limit processed and ready-to-eat foods.
• Check your shopping trolley before you check out – if it has food in it that you know you shouldn’t be buying, take it out.

How to organize things at home:

• Make tempting foods less visible: wrap them in foil, store them at the back of the refrigerator and cupboard.
• Collect tasty, healthy recipes and write the ingredients on your shopping list.
• Build up a good supply of healthy foods and keep them at the front of your refrigerator and cupboards.

When eating out:

• Try to eat slowly.
• Pay attention to what you are eating, don’t get distracted.
• Order the smaller portion.
• Don’t take food home.
• Share a serve with someone else.
• Have a coffee or tea instead of dessert.
How to Manage Yourself

How to Start Eating to Get Lean

Plan when and what you will eat:

• List all the foods and situations that trigger overeating. Don’t buy or eat these foods and try to avoid those situations.

• Decide how much to eat prior to the meal instead of during it.

• Don’t eat automatically: don’t get distracted by TV, conversation or entertainment - notice what you are eating and how much.

• Practice portion control: eat less than you normally do and then see how you feel one to two hours later. The right amount of food should keep your hunger (not hungry) away for three to four hours.

• Never eat from the package – always transfer the food to a bowl or plate so you can see how much you are eating.

Manage your food cravings:

• If you are offered something you know you overeat, say no!

• Talk through your food cravings: learn to post-pone eating when you have a craving. Say things to yourself like: this food will only satisfy me temporarily; I know I will regret eating this; I will achieve my weight goal if I don’t eat this.

• Drink water

• Do something else, go for a walk, keep your mind occupied.

• Give yourself a healthy treat.

"Yes it takes time and organization to plan your meals but I found it really paid off big time by helping me have healthy foods in the house and recipes ready to go”
How the Get Lean Program can Help You

The Get Lean Program can help you change your **food environment** and your **eating behavior** so that you can lose weight and keep it off. Having a guide to follow while you are making changes and building new habits will dramatically increase your chances of success.\(^{12}\)

**Learn how to manage your food environment and your eating behavior to dramatically increase your chances of success.**

**Manage Your Food Environment and Your Eating Behavior**

You will learn how to replace your old “reward driven” eating - by new “hunger driven” eating. When something triggers your desire to overeat – you will have an alternative plan!

**Rigid versus Flexible Control of Eating**

Rigid control uses stringent calorie-counting, strict rules for food avoidance and an all or nothing approach. Flexible control uses gradual changes, planning ahead, portion sizes, conscious eating, guidelines not rules.

**"My Get Lean Program will help organize your life to think and eat LEAN. That is half the battle already won!"**

It has been proven Flexible Control of eating has a much higher chance of success. The Get Lean Program is based on this system.\(^{14}\)


http://www.nature.com/oby/journal/v9/n11s/pdf/oby2001127a.pdf
How the Get Lean Program can Help You

How long does it take?
Research shows it can take anywhere from 3 weeks to 3 months to successfully establish new neural pathways – new patterns of thinking that make eating healthy a habit and allow you to eat pleasure foods while staying in control.

Three Phase Fat Burning Nutrition Plan
The Get Lean Program is based on a 3 phase fat burning nutrition plan. It is flexible to your lifestyle and has a variety of delicious, nutritional, unprocessed foods to stimulate your metabolism and burn more fat - without feeling tired or suffering unnecessary deprivation.

PHASE 1
MOMENTUM
Begin the process of stimulating your metabolism while gradually reducing your caloric & carbohydrate intake.

PHASE 2
ACCELERATION
Your body adjusts to producing efficient energy from fewer calories, resulting in accelerated fat loss.

PHASE 3
PEAK
Firing on all cylinders your % of body fat drops faster to achieve your ideal lean physique.

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You can build new habits that will become automatic, making healthy, lean eating a habit that doesn’t feel like a big effort.

“When you eat right, you will feel great, have more energy and look the way you want.”
How the Get Lean Program can Help You

Practical, Everyday Advice
In the program I share my own real life experiences; how I went about changing my eating habits, what I ate, the fat burning foods, the time saving recipes, how I organized my kitchen, how I shopped and all the tips that in retrospect made things a lot easier and guaranteed my success.

Develop Your Nutrition Intuition
We all have our own inner radar, trying to guide us to nutritious eating, telling us when we are hungry, when, what and how much to eat. It’s just that over time (a long time) our brain has become so hyper-stimulated from all the pleasure foods that we lost our way. We can begin to switch off those old neural pleasure pathways and establish new ones that will allow us to enjoy food, eat healthy and lose weight permanently.

Enjoy food while still losing weight
Once you have set new patterns you can become more flexible with your eating. No one said you have to stop eating the foods you love. Food can be enjoyed and it’s normal to look forward to eating! What’s life if you can’t look forward to something? Once you learn how not to let past habits dictate your everyday eating you won’t feel the need to eat so many pleasure foods.

“We are not perfect; don’t keep reviewing your mistakes over and over again. Learn how small everyday changes can make a big difference.”

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Recognizing the difference between the desire to eat, the enjoyment you get from food and real hunger, the secret to long term healthy eating and weight loss.14

Learn how to enjoy food without the fear of overeating..
Get Lean Program Top Ten Strategies
How the Get Lean Program can Help You

These are my Top 10 Strategies that helped me re-program my thinking so I could Eat to Get Lean!

1. **Consistency (Not Perfection):** don’t set yourself up to fail before you even start - make step by step, manageable changes.

2. **Control Emotional Eating:** identify your triggers and learn to forgive yourself.

3. **Exercise in the Fat Burning Zone:** feel good through exercise, not food.

4. **Whole and Unprocessed Foods:** minimize pre-packed & pre-prepared foods.

5. **Progressive Goals:** focus on what you can do today to improve things, rather than being preoccupied with past failures.

6. **Self-Monitoring:** become aware of what’s going on in your brain and develop your “Nutrition Intuition.”

7. **Meal Timing and Nutrient Balance:** maximize your body’s natural fat burning chemistry.

8. **Low Glycemic Index:** maintain a constant blood sugar level to reduce cravings.

9. **Treat Meals:** eat your pleasure foods without the fear of overeating.

10. **Manage Food Not Calories:** control the foods you eat rather than micro-managing the calories.

“I lived on a diet of sugar and fat until I turned 37! But these 10 secrets for success worked for me and they will work for you. It’s not about deprivation and strict dieting - this is for regular everyday people who want to eat healthy and get lean!”
What do I receive in the Get Lean Program?

**Part 1: What is the Get Lean program?**
Find out how I discovered the Get Lean Program and what “lean” really means. Read about the **3 Metabolic Phases** and how they will work for you to accelerate fat burning.

**Part 2: How to make it work for you.**
Program yourself for success with my simple and straightforward guidelines. Covers everything from how to get organized and stay focused, what to do and what to watch out for, treat meals, supplements, goal setting, rewarding yourself.

**Part 3: 90 Day 3 Phase Fat Burning Nutrition Plan and Diary System**
Step by step **90 day nutrition and meal plan guide** with everything laid out for you.

*Nutrition Intuition and Diary System*
Includes my personal diary system and self-monitoring section to help develop your Nutrition Intuition. Learn to listen to your body & increase self-awareness of how it responds to diet, stress, exercise & sleep to optimize the leaning out process.

**Part 4: Food and Recipe Guide**
Over fifty delicious, easy and adaptable Get Lean Recipes. Includes added extra bonus on substitution, portion control and low glycemic food guide.

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“I give you heaps of my personal tips that worked for me in the real world to making eating lean easy”
Think Lean – Get Lean Audio Program
I have recorded an audio program to help you achieve success on the Get Lean Program. Positive self-talk re-enforces new habits to speed up the leaning out process. If we focus our attention on the right things we can create new neural pathways (healthy habits), that help us lose weight while still enjoying food. Listen and learn how I changed my thinking to help me get lean.

What’s in the Audio Program?

**Part 1:** Your Thinking; why we need to re-program our thoughts.

**Part 2:** Your Emotions; learning to accept the real person you are on the inside.

**Part 3:** Your Body; how to think and get lean.

"I want to help you change your thinking, so you can transform your body”

Positive self-talk will reinforce your new eating habits and speed up the leaning out process.
Thank you for taking the time to read this report. Now that you understand all the reasons behind overeating I hope you feel motivated and empowered to make some positive changes! The Get Lean Program will help you start the change you want to make so please visit my website www.getleanprogram.com for more information about how you can start today.

**Visit the Get Lean Program website**

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**Click here to go the online feedback form now!**

Or copy and paste this URL into your browser:

http://www.surveymonkey.com/s/QW58JV7

Thank you for reading my online report—please give me some feedback by doing my 2 minute, 5 questions anonymous survey!
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