



# Health Matters

## I'M DEPRESSED - GIVE ME CHOCOLATE NOW!!!

Are you frustrated by unmanageable food cravings? After eating a meal do you feel unsatisfied to the point where you look for a dessert or snack to fill that void? Do you eat even though you know you aren't physically hungry? Do you find yourself helplessly drawn towards chocolate on a regular basis? Do you feel guilty after you have indulged in the craved food?

Cravings don't mean that something is wrong with you or that you are weak, but rather, the appetite is a warning that fuel is low. The fuel needed may be physical or it may be emotional or spiritual. Cravings are a particular type of appetite that is emotionally or spiritually based.

We all have an innate drive for homeostasis, healthy balance. If we are not in balance physically, mentally, emotionally and spiritually our homeostatic drive will give us clues and desires to correct the situation. Our gut and gut feelings are a very important part of our internal guidance system. Many people are not in touch with their gut and may actually be afraid of their gut feelings. They are afraid to trust those gut feelings, so they fill the gut with food to suppress it. The greater the actual emo-

tional or spiritual need, the greater the "hunger". They keep the gut busy digesting food instead of digesting the emotional issues. This will work, but only temporarily as the real need has not been addressed.

The temporary fix comes in the form of craving specific foods. The composition of

pleasure centre in the brain. Serotonin and energy levels are drained by stress filled days, too-tight schedules, unhealthy eating, lack of exercise and unfulfilled desires... so we turn to chocolate or another craved food to feel better.

The most direct way to reduce or eliminate the food

point the issue in your gut that needs addressing.

As a certified hypnotherapist helping many people with weight issues over the years, I have done considerable research and study of eating habits and the psychological issues triggering food cravings. I have learned that each food craving corresponds to a particular personality style and emotional issue. Instead of spending hours, days or months uncovering an emotional issue, I have found that interpreting food-cravings and emotional triggers allows me to help a client bypass their defense mechanisms and go straight to the heart of the matter.

### Hypnosis Works!

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- Quit smoking for life?
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- Manage and control pain?
- Help your children get better grades?

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foods may provide mood or energy-altering properties that provide that temporary fix. The food then is used like a drug of choice to induce specific feelings.

Chocolate has a reputation for triggering the production of serotonin, that natural "feel good" brain chemical. It also contains another chemical that is said to trigger the

cravings is to listen to, trust and follow your gut feelings. When people learn how to follow their gut, they will always be rewarded with a more balanced life. Meantime, as soon as a food craving comes up, wait 15 mins before eating the craved food. Have a glass of water while waiting and analyze what you really need and pin-

*Wendy Armstrong is a Certified Master Hypnotherapist accredited and certified with the International Medical and Dental Hypnotherapy Association, the National Guild of Hypnotists, the American Board of Hypnotherapy and the International Association of Counselors and Therapists. She is also a Certified Clinical Iridologist and an accredited and certified with the Canadian Institute of Iridology and the Iridologists' Association of Canada.*