



# ***PYT Weekly Training & Support***

## **Lesson #68 Food As Drugs**

by Jim Katsoulis

If you begin thinking about highly-processed foods in a similar way to drugs, you'll be doing yourself a favor because you're going to reframe something in a more accurate light. Let me explain to you what I mean here.

The foods we eat today, obviously, bear very little resemblance to the foods that we ate for millions of years. As we increase our ability to manipulate foods, what ends up happening is food companies who produce this food begin to make it more palatable. And so, they appeal to our natural desire for certain things, specifically salt, fats, and

sugars which are the three big things that the food producers manipulate in order to make their foods hyper-palatable.

And so, what this does is it creates a product that is much more likely to become addictive. Literally, that's what they're looking to; they're engineering products based on sugar, fats, and salt to become hyper-palatable so that we crave them and so that we become addicted to them.

So, how does this work? It works on a few different levels. We talk a lot about mindset and associations and motions, but not only are these foods appealing to us physically in an evolutionary way, they're literally appealing to the things that we find most palatable and they're increasing those factors; but what also happens is that as it creates a pleasure within us, a sense of happiness, it allows us to release or, at least, forget for a short period of time any negative emotions.

So, what we're talking about is something that acts just like a lot of the hardcore, illegal drugs. It acts like cocaine. It very quickly affects our system; it changes our mood; it changes our focus; and it creates something that we want more of in the future.

So, again, I'm not being overdramatic here when I say this. We need to think of certain foods like this and we can't just accept it and say, "Well, I like those foods," because people wouldn't do that with drugs. They know that if you did drugs, there are certain drugs you would probably like. If you didn't have all the negative stuff about them, you'd probably like certain drugs. They make you feel good for a period of time. The reason most people don't do them is because of the ultimate, negative consequences.

We need to think about food in the same way. We need to see it. Again, I'm talking about highly-processed foods here. We need to see them in the same light, that is, someone, a corporation, or an entity intentionally creating something to get us addicted to it that does not support us. Again, it happens on two levels: physiologically through our taste buds and this desire and this craving; and emotionally, it creates this momentary sense of pleasure.

So, how do we deal with it?

The first step is reframing how we see it, again, literally, looking at it as a drug, looking at it as something that has been manufactured and created, and not even looking at it as food. And we begin to recognize how it works and the effects of it.

A great book to read on this so you get much more details is *The End of Overeating*, and you can get that and skim through it. It's a very read, and it's just enlightening to look behind the curtain and see how these foods are being manipulated.

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It's very much just like how cigarettes were at one point. They added stuff to them that will help them go into your bloodstream and hit your bloodstream quicker. Literally, it's free-base technology like free-base crack cocaine. It hits your system quicker and that increases the addictive properties of it.

So, there are people out there looking to do this to us. So, we need to approach them in the appropriate way which is looking at them almost as if there were an enemy because they are. They don't care about you, your health, and your family. They only care about selling more of their products. So, we need to see it in this way.

I hope you won't take me for being too dramatic. I look at foods this way and, yet, I still eat them sometimes. It's not a matter of "you can never eat them again," it's if you're feeling out of control of certain highly-processed foods. This is one more way that you can use to get past them, to overcome them, and let those cravings go.

So, we understand the physiology part but we understand that they're manipulated so they become-hyper palatable to us, and we think about them and crave them. The easiest way to deal with that is purely to separate yourself from it. The longer you get away from those foods, the less palatable they become, the less you remember them.

Remember, your palate is relative. If you're eating all highly-processed foods, you become used to that and that becomes what you crave. When you move away from those types of foods, after a short period of time, you recalibrate and you begin to crave and desire other types of foods.

This happened to me with salt, specifically. I used less and less salt in my food and, now, I don't like a lot of salt in my food where I used to. And so, again, our cravings change. Remember that. So, even if it's a little difficult initially, know at the back of your mind that your cravings are going to recalibrate.

The other side is the emotions; and this, again, is just as important as the actual physical palatableness of the food. With the emotions, we want to get a little bit of distance on this and begin to recognize the habitual times when we're eating those foods.

So, if you get home from work and you're tired or when you're at work and you're stressed, or whatever the emotion is that leads you to that, we want to begin to come up with some other ways to deal with it, and this is the challenge.

It is a challenge, but you need to approach this challenge as if it were like a drug addiction. You need to have that intention, that focus, and that motivation to move through it because it's so bad for you in your life.

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Again, I want you to, even as a thought experiment, reframe these processed foods and think about them in the same way you think about hard core illegal drugs because, chances are, most likely, you have a lot of negative associations and strong feelings about them that push them away from you.

And so, you want to play around in your mind and see what it would be like if I thought about food that way. It's not hard to do because it's very true. You're not tricking yourself; you're not lying to yourself by saying the foods are very much like hard core drugs; they are. They are very much engineered and created to be hyper-addictive, and we know that they're harmful. So, again, in that sense, they're very much like that.

So, when it comes to the emotions, we want to recognize the patterns. We've talked about this. You want to recognize your emotional patterns that go along with overeating these foods, and you want to begin asking yourself the question, what is something better that I can do in these situations knowing that I get stressed, knowing that I get tired, and I get overwhelmed? When I get into these places – overwhelmed and stressed – what else can I do other than just having food to take my mind off and to relax me? What are some other things I can do to make myself feel better that are also better for me?

And so, in this way, we start to create new solutions. So, again, we want to move away from these foods that are going to take care of a lot of the physiological cravings. Remember, you're going to recalibrate.

You want to understand the emotional connections in the ways that you're using food to deal with your emotions and come up with better solutions for it – again, doing it in a neutral place and genuinely thinking to yourself, “What are some other things I can do when I get into these negative emotional states that will make me feel better?”

And, finally, we want to reframe the way that we're seeing these foods because if you're looking at them as foods, if you're calling them food, in your mind, you get them modeled up with nutrition – “I need to eat.”

But if you start looking at these highly-processed foods as almost not even foods but almost more akin to drugs, then, it's going to be one more thing that's going to help you. If you go by on three of these things, they're very powerful ways to move yourself past these highly, highly processed and damaging and unhealthy foods.

Finally, remember that it's not an “all or nothing” thing. You can eat these processed foods occasionally. That's not a problem. It's when it becomes “all the time,” when it becomes everyday that you're eating all these chemicals, all these preservatives, all

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these high fat, high salt, high sugar foods. And so, it's the amount of time; it's the number and the frequency that you're doing it.

We want to lower that frequency by using some of things that I mentioned today. So, do that because it will be one of the best decisions you ever made. Remember, one of the things that's happened in our culture is that our idea, our definition of what's normal – what's a normal diet, what's a normal nutrition, and what's normal to eat – has been [inaudible] **9:21** so that people will eat purely a processed diet throughout the day, purely, heavily processed foods throughout the day everyday.

We can't do that. That's completely unnatural and it's completely unhealthy. So, we need to change that, and you can do it by using some of the things we talked about today.

So, think about this, folks, and I'll talk to you next week.

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