



The Craving Cure: Identify Your Craving Type to Activate Your Natural Appetite Control

Julia Ross

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Drop Addictive Sweets and Starches--and Stop Weight Gain--in 24 Hours

Featuring a 5-part questionnaire to help you identify your personal craving profile

Julia Ross, best-selling author and expert in nutrition and overeating, exposes the real reason so many of us can't stick to a healthy diet: our favorite foods are engineered to be addictive. At her clinic in California, Ross and her colleagues treat food addiction where it starts--in the brain--by triggering our natural appetite-regulating neurotransmitters with nutrients called amino acids. It turns out that these protein concentrates boost our neurotransmitters, which broadcast sensations of satisfaction that no food, including chocolate, can override. Thousands of Ross' clients have abolished their cravings for high-calorie confections using this simple nutritional strategy.

With *The Craving Cure*, Ross grants all of us access to this revolutionary approach. The process begins with a five-part questionnaire that helps you identify your unique craving profile and specifies the amino acid supplements you need to curb your specific cravings. Ross' clear explanations of why and how to use the aminos empower you to reclaim your natural appetite control, and her anti-craving eating guidelines will permanently strengthen your dietary defenses. A well-researched and clinically-tested rejection of low-calorie, low-saturated fat, and low-protein diets, *The Craving Cure* reveals how we can effortlessly and permanently eradicate our cravings to lose weight, rediscover our nutritional heritage, and regain optimal mood, energy, and health.

The Craving Cure: Identify Your Craving Type to Activate Your Natural Appetite Control Details

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Beverly says

I won a copy of "The Craving Cure" on Goodreads First Reads. I'm still not completely sure how I feel about this book. For me, implementing so many different actions is overwhelming and intimidating. I would like to try the program, but I'm still not sure.

Michelle Arredondo says

The Craving Cure: Identify Your Craving Type to Activate Your Natural Appetite Control, Drop the Weight, and Eat Healthy for Life...an informative read. I am currently on a weight loss struggle. I can never seem to get it right. I want to stop the chains of dieting and what better way to combat that than by educating myself on food. My love for reading...combined with the ability to have great informative books at my fingertips..this was a book that had me curious and very much interested.

I read this book the whole way through. Then I slowly dabbled in it from time to time. Still working on getting to understand and acknowledge all the content in this book. Julia Ross is apparently an nutrition expert. I don't know if she has enough credentials to make me feel comfortable enough to accept all her tidbits and thoughts on food. I don't know if that necessarily matters but I'm not sure that it held much weight on my trusting her views.

It's okay. I don't know if it's something that I can follow. It's a beautiful cover...and for that reason I really want to love the book. That title...so captivating for someone so desperate to discover a way to steer away from negative food habits. But again...not sure if I can take all this information as valuable information.

No matter what...I always recommend a book. This one is no exception. Someone else can gather useful information from this book.

Thanks to the peeps of goodreads, to Julia Ross, and to Flatiron Books for my free copy of this book in exchange for an honest review to which I gladly and voluntarily gave.

Mwalkes says

This is a self help book from an author who has helped a lot of people deal with cravings. It provides info about "why" and the "how to" of dealing with these cravings. My personal preference is to focus more on lifestyle changes and nutrient dense foods to bring this about naturally, but different strokes for different strokes. I recommend it because it just might be the "switch" that turns people on to improving the quality and quantity of their lives.

Roxann says

Not certain about all the information in the book, but it was an interesting read. Some facts I read in the book, I feel I need to check in other sources. At times I thought I was being preached to. I do like protein (meat), but I have nothing against people who believe it's not good to eat it. There is just lots of info in this book for people. Not certain if it will help me (I've been working on mindful eating), but others may find the info helpful.

I received this book free from Goodreads Giveaway

Diane says

I received this book through the goodreads giveaway program. This is the first book I've read by this author so I went into it with no preconceived ideas, which was probably a good thing!

The author begins the book with 'craving questionnaires' which you take in order to find out what your individual craving type is. After taking all of them...none describe me.

Once I got past that I tried to figure out why a 'Depressed Craver' might be hyperactive or why a 'Comfort Craver' likes pizza and animals and cries at TV commercials. Things sort of went down hill from there...

So other than finding 3 recipes I thought I'd try, this book just didn't 'do it' for me.

Carol says

Received as a GoodReads giveaway. Clearly written, informative and interesting. I'll definitely try out the tips on minimizing "techno-karbz" in my diet. The book even includes recipes. Amino acids are recommended for curbing cravings, but I'll hold off on those for now since I'm not sure how well they fit my health situation. The author does provide cautions about their usage, including recommendations to consult your doctor, and detailed instructions on getting started with them.

J.S. says

It's kinda hard to read when what you're reading keeps making you roll your eyes.

In a nutshell: it's not your fault if you're fat (or "disfigured" as the book sometimes calls it). It's the fault of the food industry because they've hijacked your brain. Luckily, all you have to do is take some pills. And eat more meat.

The gist of it here is that our modern diets (since the 1970's anyway) have messed up our nutrition with "technokarbs" and we aren't getting the right amino acids. Luckily, modern science has found a way to artificially manufacture amino acids (which is better than the naturally occurring kind, according to the book). The quizzes were a bit vague - I think I might answer it differently depending on the day - but I'd still

probably "under-report" according to the author because I'm a man. Then you have to figure out how to implement the information, which seem rather complicated. I'm not saying there might not be a bit of truth to the information, but instead of taking as many as 10 pills a day (as recommended in the book, which may cause sleeplessness and high blood pressure), I think I'll just go back to exercise and watching what I eat. (I rec'd this book through a GR giveaway.)

Donna Foster says

Must be extremely motivated to do this complex and complicated craving cure.

Dragos says

I was skeptical to read "another" diet book but as I started to read this one, courtesy of the author giveaway, I was pleasantly surprised to find out how different it is from other diet books but more importantly how much sense it makes. A lot of what we eat has to do with our psychology and how we sabotage ourselves. I enjoyed using the questions to find out where I stand and realized it's exactly on point. I find myself using a lot from this book when I'm making food choices and how much I'm eating. Great overall book would recommend to just about anyone.

Donna Hines says

Cure to overeating and weight gain from a 30 year professional in ridding yourself of those food cravings and learning to eat healthy.

Processed foods have taken over and the key is to eat all natural while utilizing the questionnaire provided here along with the proper nutrients to trick the body into burning those unwanted calories.

New diet theories are offered, calorie counts are taken, processed foods are properly disposed of while focusing on one thing, "YOU."

Thank you to Julia, her publisher, Goodreads for this amazing giveaway in exchange for this honest review.

Erica says

I'm sorry...just no. This book is so bad on so many levels. False facts, regurgitated data, takes the time to vilify weed with more false facts out of nowhere. The author speaks down to the reader frequently (it's okay you're fat..you've been poisoned by the sugar in foods! Um agreed sugar is bad but lots of peoples eating habits are on them) Then once she gets into how you can cure yourself it's heavy on the advertising of HER pills and supplements and then also the supplement list comes out to taking 25 pills MINIMUM per day plus some spoonfuls of other stuff. The pills are to be taken 1-3 times a day with every meal and are on average \$20+ a bottle. No freaking thank you.

Mary Beth says

I was pleased to receive an ARC of this book; it was a timely gift as I have recently been struggling with craving to an unusual degree. I found the information in this book to be very interesting and compelling. I plan to incorporate the techniques suggested. I will also plan to read the author's other titles. Thank you!

Jazmin says

Honestly, I didn't finish reading this book. I stopped after she started saying eggs and other animal products are healthy, and after she started vilifying vegetarian and vegan lifestyles.

I've been vegan for a little over three years. I haven't died from protein deficiency (plants have protein, where do you think cows and other animals get their protein?). I do not have any nutrient deficiencies. All I take is a B12 supplement, but even most people eating the Standard American Diet (SAD) are deficient in B12. Why?? B12 is found in the soil. Cows USED TO graze and eat grass directly from the ground, and now they are fed grain in feeders/troughs. After going vegan, I lost the weight I had gained, I stopped having stomach issues, acid reflux, breakouts, and so on. The only thing I regret is not going vegan sooner.

If you haven't seen "What the Health" on Netflix, please do. Also, Dr. Michael Greger has a website - nutritionfacts.org - and a YouTube channel - also named nutritionfacts.org. Look up eggs, or whatever food you want to know more about, on his website or YouTube channel. You can also purchase his book and cookbook, "How Not to Die".

As long as you don't eat processed foods and instead eat REAL whole foods without or very little oil and sugar, you will feel great and lose any unwanted weight naturally. Going vegan not only helps you, but it also helps animals and the environment. Do some research and you'll see!

Animal products are NOT healthy. Please educate yourselves. Dr. Greger is such a great source. Start there. Dr. John McDougall and Dr. Joel Fuhrman are also great sources.

I'm not going to finish this book. It's Jan. 1st, 2018 and I don't need this kind of negativity in my life. You don't either. Go vegan.

Michelle says

I received an advanced reading copy as part of a Goodreads giveaway. The book helps you to identify what drives specific craving types and how to eliminate them using amino acids. It also includes very interesting research about the role of sugar, not fat, in many of today's health issues. There are also very clear steps for people who have ever thought about trying an elimination diet to identify food sensitivities. While I'm not planning on incorporating the amino acids at this time, I am moving away from my usual low-fat, no red meat eating to see if it makes an impact on my satiation and overall weight management, using the recipes and recommendations from this book.

Joan says

First, let me state that I read an Advance Reading Copy (ARC) I won from Goodreads. I expected a few typos and incomplete page references but this manuscript had so many typos and bad grammar it was hard to read. The author repeated herself constantly in the Introduction and Part I. If the author or a good editor can tighten up the narrative and make it more concise the book, plus correct the numerous typos and grammatical errors, the book will read much more fluidly.

As for the subject matter, I could never follow this program without a human coach to keep me accountable and on track so attempting this program based on her book would not work for me. I can't really speak to the validity of her program. She recommends a lot of things that are the opposite of what we've been taught for the last 30 or 40 years about nutrition, but I'm open to the possibility that some of those things were wrong to begin with. I do think she is correct about the problems caused by too much sugar and other bad things in processed food. I don't doubt that she is correct that the food industry has engineered certain foods to become addictive.

Her book never directly spoke to my own craving issue. The examples were always about people who ate chocolate, candy, ice cream, and/or other sweets every day, if not all day. I am a saltaholic. I have no problem saying no to chocolate and other sweets. My weaknesses are chips, nuts, and popcorn. All of her clients seem to be addicted to sweets.

If you are a committed vegetarian or vegan, this book is not for you. If you are questioning that eating lifestyle then you may or may not find her book helpful. She promotes a high protein, high (good) fat diet that involves the consumption of a lot of meat, especially red meat.

Frankly, I think she needs to return to the drawing board and really improve and tighten up this manuscript. As it is, even if you want to follow her program, the book is so poorly written and presented it would be difficult to follow her instructions and suggestions.
