



"Dr. Neal Barnard is one of the most responsible and authoritative voices in American medicine today."
—Andrew Weil, M.D.

BREAKING THE FOOD Seduction

The Hidden
Reasons
Behind Food
Cravings—and
7 Steps to
End Them
Naturally

NEAL BARNARD, M.D.

PRESIDENT AND FOUNDER, PHYSICIANS COMMITTEE FOR RESPONSIBLE MEDICINE
With Menus and Recipes by Joanne Stepaniak

Breaking the Food Seduction: The Hidden Reasons Behind Food Cravings--And 7 Steps to End Them Naturally

Neal D. Barnard, Joanne Stepaniak

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Breaking the Food Seduction: The Hidden Reasons Behind Food Cravings--And 7 Steps to End Them Naturally Neal D. Barnard , Joanne Stepaniak

If sweets and high-fat foods are sabotaging your efforts to lose weight and get healthy, Dr. Neal Barnard has the solution to conquering your food addictions. Backed up by scientific research, *Breaking the Food Seduction* explains that your biochemistry, not your lack of willpower, is the problem. Dr. Barnard reveals the simple dietary and lifestyle changes that can break the stubborn cycle of cravings and make you free to choose healthy and tasty foods that can help you lose weight, lower cholesterol, and improve your overall health.

Featuring a 3-week kickstart plan and 100 delicious, satisfying recipes.

Breaking the Food Seduction: The Hidden Reasons Behind Food Cravings--And 7 Steps to End Them Naturally Details

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From Reader Review Breaking the Food Seduction: The Hidden Reasons Behind Food Cravings--And 7 Steps to End Them Naturally for online ebook

Ken says

For me, it all comes down to oatmeal.

But first you have the name of the book: *Breaking the Food Seduction*. It sounds a little goofy at first, like a cover blurb on a checkout stand magazine. But Dr. Barnard has a real point: the reason it's so hard to resist, say, chocolate, or cheese, or (for me) that doughnut, has nothing to do with willpower. It's chemistry. We literally become addicted to the physical effects of components of these foods, and that leads us to crave them.

Dr. Barnard is careful to cite the sources of all his conclusions, although I ding him one star for occasionally implying without evidence that trace amounts of certain chemicals found in foods are enough to have the effects that he attributes to them.

Still, this is a quibble at only a couple of points in the book. And you can't argue with Dr. Barnard's findings that by making certain food choices, one can actually reduce the urge to eat unhealthy foods. And that making those choices leads to real results -- in terms of blood pressure, heart disease, cancer, and plain old weight loss. The dietary changes he suggests aren't too far fetched for someone like me, who is already a vegetarian, but he does recommend major changes for those who usually enjoy eating meat.

Breaking the Food Seduction includes a kick-start plan, to help the reader dive in and make those dietary changes. There is also a sizable selection of healthy recipes. These come courtesy of Joanne Stepaniak, herself the author of several cookbooks. I've tried a few of the recipes, with uniformly good results.

But, as I said initially, it all comes down to oatmeal. For me, one paragraph alone was worth the price of the book. In that paragraph, Dr. Barnard tells us to ignore the instructions on oatmeal packages. He gives us a better way to prepare it. And -- voila -- now I like oatmeal, and I haven't looked back since!

Zachary says

This book is absolutely amazing!

It lays out the fundamentals of why Chocolate and Cheese and other foods are so addicting and hard to stay away from. He also tells you exactly how you can get away from them.

My biggest take away was that is changed my perception of animal products and why there is so much misinformation out there about them.

There are huge government lobbies for the Meat, cheese, sugar and chocolate industry in Washington.

Also, by reading the book, there is a plethora of good information about making healthier choices. Choices

that will help you fall asleep easier and kill your mood swings. I never realized how much my body is affected by the stuff I put in my mouth.

I knew that after I eat an Oreo, I want another. And After I eat a full plate of spaghetti, I feel sleepy. This book tells you why that happens. It tells you what you can eat to break the addiction to those sweets. He gave a good example of switching from whole milk to skim. It takes about 3 weeks to really change your taste buds, but when you do, the addicting foods won't have the same appeal.

Anyways, you can tell I'm overzealous about this book. It was great. Definitely a good read! \(*0*)/

Rosemary says

It's about time for us to change our habits and most of all be responsible for the way we feed our children.

I won't say I will give up on my chocolate at all...that's my addiction...but red meat,dairies and all that white junk we think it's good (white rice,sugar,flour,etc.)I'm definitely making the effort to give up !!

Scmachado says

I have lost 25 lbs in the last 4 months and my boyfriend has lost 35 lbs because of this book. Worth every penny.

Have Mercy Killer Reviews says

I don't buy a whole lot of diet books or healthy eating books. My reading base is usually fantasy or science fiction, but while I was in Florida a couple months back they had Neal Barnard on public television, and I could not pull my eyes away from the television. The things he explained about differences in diets, the things you eat, and so forth, were so intelligent yet easy to understand. You just knew the man knew what he was talking about.

So, that's how I came about his books. This is the first one I read. I know some of you are like "Ack! No meat! Are you insane?!" But let me tell ya...after you read the scientific differences in the diets you will really begin to wonder "Why is it you feel you must eat meat with every meal?" The answer he actually gives you. It's pretty simple too. The industry throws meat at us every which way from tv commercials to mostly meat dishes at restaurants.

I love this book and plan to treasure it for a while.

By the way, I've been following it for 3 weeks now and haven't felt better.

Richard says

Did you know that chocolate affects the same opiate receptors in your brain as heroine. Do you ever wonder why you get weak at the knees when bread, sugary snacks, cheese, etc. becomes available? Certain foods really are like drugs.

Resistance is not futile. Barnard demystifies the connection between food and cravings.

Shanda says

Favorite part so far is when Dr. Barnard says no one ever is stuck on radishes and green beans or needs help breaking the addiction from spinach.

This book has parts that absolutely resonate with me. I can manage to eat a huge bowl of oatmeal for breakfast, salad and beans and fruit for lunch, salad and beans and fruit for dinner without a problem - but when the sugar comes calling (in the form of cake, cookies and pie of course), I answer right away! This book offers valuable suggestions for breaking these unhealthy habits and includes several recipes that I will actually use. Just another plug for the ole' vegan diet!

Cheryl says

A little hard-core, and a little out of date? / controversial? Barnard has no problem with seitan and rice & new potatoes. My husband's doctor says no carbs. Barnard recommends (old-fashioned) oatmeal over wheat cereal, but uses a lot of whole-wheat flour in the recipes... why not substitute oat flour? Very vegetarian, almost vegan.

It's about avoiding the opiates that encourage the cravings and about leveling the blood sugar. Glycemic Index is very important. His research volunteers did great, and I think anyone can get a good start on a new healthier diet with three weeks of perfect menus and support and accountability. I want to know how the subjects are doing now, years later. I also wish Barnard had emphasized exercise more as I see so much evidence in my own family and friends that it is key.

Read the first part to get the science, so as you think about the advice you've been following, and as you see new headlines, you'll have some background to use to process it all. And whether or not you want to go virtually vegan, do look at the recipes. Some are substitutes for our favorites, like tofu scrambled eggs and mac'n'cheese, and some are creative, enticing new ways to serve veggies and beans as the main dish. Plenty of breakfast recipes because that is truly the most important meal of the day.

My notes, for me more than for you because I do recommend the context, the whole book:

Sugar probably contributes to my bad moods, esp. irritability.

Wellbutrin, an antidepressant, reduces chocolate cravings in some ppl.

Cheese is constipating to many in exactly the same way that opiate painkillers can be.

Fiber and Gly. index are both important but not the same. Read both charts, eg different rices.

Low-fat foods don't just tend to increase the amount of leptin (appetite control) in your blood, they also boost its ability to work (to boost your metabolism).

Cold turkey (vs. moderation) and a food diary are two of the most often successful tools. The latter will reveal that you're not actually eating only when hungry, even though you think you're being smart and not doing a lame low-calorie diet. Do eat enough. At least 10 times your ideal weight. But don't eat too much because of binging or too frequent grazing.

8 80 cal whole grain servings

3 100 cal legume servings (ie 1 cup low-fat soy milk, 1/2 cup beans)

1 leafy green serving for calcium

4 or more servings additional veggies (1/2 cup cooked, 1 cup raw)

3 80 cal fruit servings (generally a serving is actually 1/2 banana or apple)

Sarah says

Of all the Barnard books I perused this one had the most recipes I actually made and liked. Funny how some of the recipes show up in multiple books and some books seem to have the least accessible and recipes I've ever seen - all by the same author. If I had to pick just one to own I think this one would be it.

Rhea says

Overall it was a great book. It presented so much "known" information in a new light. I can say it has me thinking differently about the life changes I would like to make.

Tamara Evans says

A insightful book providing information behind why people crave the unhealthy foods (chocolate, sugar, cheese, potato chips). The author also shows readers how to break their addictions to such unhealthy foods.

Marjorie says

Similar to his other book, Food for Life- just updated. Again, promotes a vegan diet with good medical/science backing. Lots of recipes and 21 day starter diet. Nothing new- but good reinforcement for me. Far more practical than many

Suphatra says

I found this book to be very valuable. I had read the popular "21-Day Kick Starter Diet" (a low-fat vegan manifesto about resetting your taste buds to healthier choices) and had tried and failed at the Kick Starter, though I did notice some benefits while I was trying it. So when I came upon another book by Dr. Barnard, I thought I should give his philosophy a second chance.

Breaking the Food Seduction reads very much like a prequel to Kick Starter. It gives you the context to what shapes his philosophy: that a low-fat vegan lifestyle is the healthiest lifestyle for modern people that prevents and reverses disease. He dives into deep detail about the most-loved foods and why we love them so much, and why we're eating way too much of them: sugar, meat, cheese, and chocolate. Most of all, he talks about fat and how Americans are taking in far too much of it. Here are some really useful take-aways I got from this book:

1. Cheese is compressed milk with all of its water squeezed out. What you're left with is a block of fat. Ounce by ounce, cheese has as much (and sometimes more) fat than a steak.
2. It takes three weeks for your taste buds to reset. Only three weeks!
3. Exercise increases your body's ability (through leptin) to manage your appetite accurately.
4. Americans, on average, are gaining a net of one pound a year, and that happens in the 2nd half of the year. The weight gain during the holidays is mostly permanent for the vast majority of Americans.

There is plenty more, but I'll let you read the book. A must read for people like me, who sit in offices all day, commute an hour or more to work, and are interested in understanding how diet affects our body composition.

Michele Harrod says

Wow, this book has been a real eye-opener, in understanding the biochemistry that goes into the 'cravings' we have for foods that are so bad for us!! It's actually made me angry to understand how little options I have actually had in controlling my own appetite, when foods filled with opiates are being shoved down our throats (literally of course) but big food industries, and why we sabotage our good efforts so easily.

So now I'm going to take on some of these menu suggestions to free myself from these insidious products (like cheese, chocolate, and ice-cream) and see if I can't sort out this cholesterol problem that's been trying to kill me for the last decade, once and for all! Having become vegetarian a year ago, the plant based food options do all look and sound delicious to me. So, overall, I found this informative, easy to follow, and inspirational. Now it's all about turning knowledge into ACTION. Watch this space. If I get an amazingly reduced cholesterol reading, feel great, and lose the pound a week most people do eating this way (yes, that is a whole 52 pounds a year, if you have it to lose) - I'll be sure to come back and update this review! And I just changed my review to 4 stars, because really, all this information about health and nutrition - it has to be translatable to real life change doesn't it? So I will up it to a 5, if it turns out it is!!

Kamilya Basyrova says

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