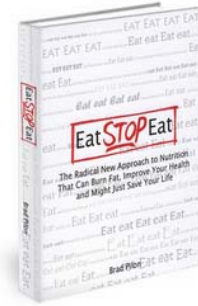# The DIRTY DOZEN

The 12 Most Obsessive Compulsive Eating Habits and How to Break Them.

The DIRTY DOZEN

12 of the strangest and most destructive Obsessive Compulsive Eating

Habits I've ever encountered and how to avoid them.

(While still losing weight)

INTRODUCTION

When I sold my first copy of [Eat Stop Eat](#) back in August of 2007, I knew I was going to get a lot of emails, and sure enough I was right.

I received all sorts of amazing emails from people all over the world. For the first couple months most of these emails were questions about the Eat Stop Eat Lifestyle, or people telling me amazing stories about how much weight they were losing.

Then a really weird thing started happening. People started emailing me to thank me for helping them get rid of their "eating guilt".

It turns out that many people were having a horrible time sticking with all of the current popular culture/fitness magazine "rules" of healthy eating. I'm sure you've heard most of these rules; like 'eat multiple small meals every day', or 'always eat protein with every meal', these sorts of things.

These rules were making people feel like they were constantly failing or messing up, and because of this they felt guilty that they were somehow lacking willpower or that there was actually something wrong with them.

I would read stories about how people were trying their best to eat "healthy" but would eventually slip up. People would write things like *"I used to think something was wrong with me, now I realize that there was something wrong with the rules I was trying to follow".*

After reading dozens of emails like this I began to realize that there was a major flaw in today's way of thinking about nutrition that I had totally overlooked when I first

wrote [Eat Stop Eat](#) – all of these ridiculous rules could very easily lead to obsessive compulsive eating (OCE).

And this is the problem with these rules – They under-deliver on their weight loss promises. And to make matters eve worse, they are typically reinforced with scare tactics and stories about how if you DON'T follow these rules bad things will happen to your health. So you feel like you have no choice but to keep using them and follow them even more strictly. You would never assume the rules could be wrong (after all they ARE rules) so the obvious answer is that you simply didn't try hard enough.

Thinking back to my time when I used to work in the supplement industry, I can remember people (including myself) taking nutrition advice to the extreme. And it wasn't just the weight loss rules, it was the rules of gaining muscle too.

Some of the most dramatic examples of Obsessive Compulsive Eating (OCE) came from my friends and me back in our bodybuilding days. In fact, I believe that the bizarre eating habits endorsed by bodybuilders and fitness competitors are what drives the recommendations on healthy eating and weight loss in today's popular fitness and nutrition culture.

Being in the heart of the bodybuilding supplement industry (I used to work in Research and Development), I could see that a healthy eating or weight loss trend usually hit the mainstream about 5 years AFTER it hit the bodybuilding and fitness industry.

I was shocked to realize that such a small, obscure group of people could be driving the trends in the entire food and healthy eating industry but they really were.

I guess as long as you have 6-pack abs and some muscle people will listen to you no matter how ridiculous and far-fetched your ideas about food and nutrition might be.

So the average person is left with nutrition advice that is the semi-watered down version of what was popular in the bodybuilding and fitness industry 5 years ago.

The unfortunate part of all of this is that what works for a bodybuilder most likely does no work for the average person for two reasons.

1) Bodybuilders live a lifestyle in that involves rotating between being off season (overweight) and on season (dangerously lean)

2) The majority of bodybuilders or fitness athletes will never admit that ANY of their results are coming from the abuse of illegal performance enhancing drugs.

No wonder people are so messed up over food and how to eat 'healthy'. All of these realizations are what drove me to write Eat Stop Eat and clear up all of this nonsense and confusion about dieting and nutrition. And let me tell you I've seen people take all of this to the extreme.

This report is an example of what I call the DIRTY DOZEN. These are 12 major pop culture rules of supposed 'healthy eating', and how they can lead to dramatic examples of obsessive compulsive eating.

THE DIRTY DOZEN

I'm sure if I asked you right now to guess at the 12 most common rules of healthy eating you could probably name a version of at least 6 of them right away. I can also guarantee you that none of them are in my nutrition philosophy.

If you go to your nearest magazine stand I guarantee you'll find these rules in any current "fitness" magazine. A quick surf of the 'fitness' and 'nutrition' info sites on the world wide web will provide you elaborate details about each of these rules. You can find a version of these rules written just about anywhere you look.

In reality these are just unscientific recommendations and not really rules at all, in fact they are more accurately called FACTOIDS. I'm sure you're asking yourself right now "What is a factoid"…well, let me tell you.

> *fac·toid (fāk'toid)*
>
> *noun*
>
> *1. A piece of unverified or inaccurate information that is presented in the press as factual, often as part of a publicity effort, and that is then accepted as true because of frequent repetition: "What one misses finally is what might have emerged beyond both facts and factoids—a profound definition of the Marilyn Monroe phenomenon" (Christopher Lehmann-Haupt).*

The key point here is that a factoid is UNVERIVIED and INACCURATE information. But you, me and most other people will eventually learn to accept a factoid as truth simply because we are being exposed to it over and over again. Ridiculous isn't it?!

I believe it's the current "factoid" phenomena in nutrition that's leading to the down right bizarre relationships people have with food.

Here is the major problem with these rules – On their own they are absolutely harmless, however when they become the center of an obsessive style of eating, they can make your life extremely difficult putting stress on your relationships and even your career.

Typically people begin following these rules in their quest to lose weight. However, most of these rules do very little to actually promote weight loss. Since it is believed that following these rules should ALWAYS cause weight loss, you have no choice but to assume the rule itself is correct and therefore YOU are doing something incorrectly.

So you decide to be even more 'disciplined' and really buckle down. You start following the rules with extreme precision, but you still don't get the results you are after. This ultimately leads to blaming yourself for 'doing it wrong' followed by an even more obsessive approach to following the supposed rules.

Before you know it you are weighing your food, counting calories, avoiding social functions, keeping a food diary, keeping lists of good and bad foods and spending all of your time thinking and obsessing about what you are going to eat next.

It is a destructive cycle that is caused by putting too much faith in the 'magic' behind food, and one that creates a life imprisoned by food rules.

I'm not saying that following a very regimented style of eating can't cause weight loss (it can), I'm simply saying it's not the ONLY way, and is definitely not the EASIEST way.

So without further delay I give you the DIRTY DOZEN most common nutrition factoids and how they can lead to Obsessive Compulsive Eating.

The DIRTY DOZEN Obsessive Compulsive Eating Habits.

1. Eating multiple small meals every day – even if it doesn't fit your schedule

2. Drinking Green Tea to help burn fat

3. Drinking 8-10 glasses of water every day

4. pre, during, and post workout nutrition

5. Overeating "healthy foods"

6. Allow yourself a cheat meal once a week

7. Eating To Maintain Muscle Mass

8. Avoiding entire food groups

9. Making Your Nutrition Habits The Most Important Factor In Your Day

10. Keeping a Food Diary

11. Obsessing Over Nutrient Timing

12. Letting Your Diet Define You

1

Eating multiple small meals every day

Theory:

This is pretty self-explanatory. The basic theory behind this rule is that you can supposedly lose fat and control feelings of hunger and energy by eating multiple small meals throughout the day instead of two or three larger meals. The general idea is that eating multiple times per day is somehow superior to eating only a couple large meals throughout the day.

Case Report:

I knew many bodybuilders who would take this to the extreme and turn this into a hardcore case of OCE. After all, if 6 meals during the day is good, why not a few more at night too!

Starting at 6 AM they would eat every 3 hours. They would eat 6 times during the day, then wake up three times per night to drink a protein shake so they could stay "anabolic" and maintain their "metabolism".

They used to mix a giant protein shake and put it in a bar fridge they kept next to their bed like a bedside table, and every three hours their alarm would go off and they would take a few chugs of this protein shake and go back to sleep.

This is OCE at its worst.

The Reality:

Your ability to lose body fat is directly related to how much you eat, but not when you eat it. There is no need to feel guilt or anxiety over how man times per day you eat. You should ALWAYS eat in the way that is most comfortable for you, while allowing you to limit the amount of calories you eat.

When it comes to controlling our hunger, research by Brian Wansink has shown us that hunger is rarely the driving factor behind our choice to eat, so scheduling meals to avoid hunger doesn't really seem all that effective for hunger either.

There is nothing wrong with eating multiple small meals each day IF (and only if) it fits into your schedule and makes your life easier. However, if you are rearranging your daily events just to fit in all 6 meals, and even worse if you are obsessing and stressing about spacing out your meals then you are doing yourself more harm than good. It's just not that important to eat this often. Eat when you can in a pattern that is most comfortable for you, and forget about food in between your meals.

2

Drinking Green Tea to help burn fat

Theory:

Green Tea has special components in it that can help burn fat and increase the amount of calories you burn each day. Therefore the more you drink the more body fat you should burn and the more weight you should lose.

Case Report:

I had a couple co workers that would choke down 7 or 8 cups of green tea per day hoping that it would help them burn more fat and lose weight. Sadly, this did nothing besides upset their stomachs.

I agree with the idea that green tea is probably good for you, however forcing yourself to drink several cups every day because it will supposedly help you burn fat is another example of OCE.

The Reality:

8 cups of green tea are not going to help you burn fat any more than 2 cups of green tea will, and there is good research to show that the small effect green tea does have is not increased by drinking MORE green tea.

Have a couple cups if you like, but don't expect any miracles

3

Drinking 8-10 glasses of water every day

Theory:

Hydration is important for overall health and can help you lose weight. The theory is that by drinking ice-cold water, you can temporarily cool off your body, this forces you to burn more calories as your body 'heats' back up to normal.

Case Report:

I knew (and still know) many people who carry water bottles with them where ever they go. In fact, many people who are really into the fitness lifestyle drink close to 4 liters of water per day because that's what the pro bodybuilders do.

It is not unusual to see a bodybuilder carry a 4 liter jug of water with them as they workout.

Taking this to an extreme, I once knew a bodybuilder who thought that hydration was so important to his bodybuilding and fat loss program that he used to pee into a measuring cup to see how much water he had just lost, and then drink EXACTLY that much water right after he was out of the washroom so he could maintain his "hydration status"! This is probably the most

bizarre example of OCE I have witnessed to date.

The Reality:

Drinking this much water each day is not founded in any scientific evidence. Most people get more than enough water in a day without having to resort to some magic cup counting number. You and I both get most of our 'water' from the foods we eat (approx 70%), and just a few cups of water (or any other liquid) per day are more than enough to stay hydrated.

With that said if you workout or do any event that causes you to sweat a lot you obviously must increase your water intake, but beyond that there is no need to constantly be drinking water, and in fact too much water can also be harmful.

Let thirst be your guide, if you're thirsty drink. You do not need to force yourself to drink more water than you are comfortable drinking, and you certainly do not need to feel guilty that you haven't had your "8 cups per day".

4

Theory:

There are special 'windows' of metabolic time before during and after a workout that allows nutrients to be absorbed without storing fat and that require a special mix of nutrients to be ingested in order to stimulate maximum muscle growth.

Case Report:

I used to workout with a whole crew of bodybuilders who insisted on having a pre, during and post workout drink. Each shake was an elaborate concoction of amino acids, creatine, protein, carbohydrates, and various herbs and stimulants.

These drinks were mixed with precise ratios of ingredients and all three were completely different. We would consume each drink mix following a precise timing schedule before, during and after the workout. The gym we trained at looked like a pseudo science experiment with all of the shaker cups, drink mix powders and freaks.

The Reality:

No scientific research has ever conclusively shown that pre, during or post workout nutrition of any kind has a true measurable beneficial effect on

either muscle size or fat loss. In fact, the timing of any meals in relation to a workout has never been shown to affect muscle building or weight loss.

This is not to say that you should 'avoid' these meals, but rather you should not obsess about them. Your workouts cause the majority of your results; don't let supplements or a special way of eating steal the credit for your hard work in the gym.

The bottom line is that you can build muscle and burn fat without having to carry around a shaker cup full of 'secret concoction" at the gym.

5

Overeating "healthy foods"

Theory:

If a little of something is good for you, then more of that thing must be even better for you. (I know this sounds like the logic a 5 year old child would use, but many adults still think this way too)

Case Report:

It's common practice among people trying to lose weight to rely on "healthy foods". I can remember one time when a friend of mine was getting ready for her first fitness show, and was stuck at a weight plateau. No matter what she did, she couldn't seem to lose any more weight. She was convinced that her metabolism had slowed down because of all her dieting.

When I looked at her diet I saw she was eating around 1,500 Calories per day. At this daily calorie level combined with her training she should definitely still be losing weight. I also noticed that she had a little note that her personal trainer had scribbled for her on the bottom of the page. It read as follows

"If you get hungry between your scheduled meals, have a handful of almonds, they contain good fats that will help you burn fat"

While almonds do contain many nutrients that are good for you, 4 or 5 handfuls (depending on the size of your hands) can contain over 800 Calories.   If you don't account for these calories you can actually end up GAINING WEIGHT on your diet and this is exactly what was happening to my friend.

She assumed that since almonds were good for her and had 'good fats' that they couldn't possible be making her gain weight (after all, only 'bad' foods could do that right?).

She had completely forgot to account for the extra calories her healthy snack of almonds was providing, and in her case it was a lot, she was consuming almost 600 extra calories per day in almonds! That means she was actually consuming 2100 calories per day instead of the 1500 calories she ***thought*** she was consuming.

The Reality:
This is a type of hidden OCE, where instead of feeling guilty about eating 'bad' foods, we feel absolutely guilt free about overeating 'good' foods.

There is no such thing as 'good foods' or 'healthy foods' and 'bad foods', there is just food (Too much of any kind of food can end up causing problems), the real issue is the DOSE.

For example; 3 slices of pizza per month isn't going to cause you any harm, it's not going to raise your risk of heart disease or obesity or any other problem for that matter. Three slices of pizza **per day** might very well cause all of these problems and more.

Obsessing over classifying foods as either 'good' or 'bad' can lead to some very unhealthy consequences as you start to ignore the OVERALL effect of

your diet. Generally, for the majority of the population, it is HOW MUCH you eat that is the real issue. The poison is never the food it is always the DOSE.

The bottom line benefit for you – The stress of obsessing about food can cause more damage than the food itself ever could. You can successfully lose weight by eating the foods you enjoy as long as you eat less calories than you burn off.

6

Allow yourself a cheat meal once a week

Theory:

After a week of hard dieting you have earned a 'cheat' meal or 'cheat' day where you allow yourself, (and in many cases force yourself), to massively overeat for a reward and in part to turn yourself off of food in preparation for another week of 'dieting'. In return, this day of overeating 'revs' up your metabolism and causes you to burn even more calories when you start dieting again.

Case Report:

Back in university I prided myself on how "clean" I used to eat (incidentally, what the heck does eating "clean" mean anyway, does that mean any meal that isn't considered "clean" is dirty?). I also prided myself on my cheat day Sundays. I used to eat a large pizza, 2 liters of chocolate milk and a bag of two-bite brownies. This gluttonous binge was my reward for eating 'clean and good' for the previous 6 days.

This however was more of a curse than a reward. One day I added up all the extra calories that I would shovel down on my indulgent cheat days...and that's when I realized the extra calories I took in on one cheat day was enough to increase the previous 7 day average of my week of good eating to 3000 calories per day!

In other words, this one day of "cheating" totally wiped out the other 6 days of dieting. I had no idea I could eat that much in one day to end up ruining an entire week of disciplined eating (no wonder I never lost weight).

The Reality:

There is absolutely nothing wrong with occasionally indulging in your favorite foods. However, the psychology of believing there is a magic window where you can eat whatever you want and not gain fat can be destructive, as is the idea that this binge-eating will actually cause you to lose fat.

In most cases a cheat day or even a big cheat meal is enough to undo most of the weight loss a dieter has accomplished over the course of a week.

For many people 'cheat days' and 'cheat meals' don't help because they reinforce the concept that there are good and bad foods. Your goal should be to enjoy food all seven days of the week and not just on the seventh day.

7

Eating To Build or Maintain Muscle Mass

Theory:

Your body will quickly burn muscle mass if you are not constantly feeding it high quality protein on a regular basis.

Case Report:

My girlfriend used to put Zone protein bars in her purse for me, because if I didn't eat every two hours I'd get cranky. I was cranky because I thought I was losing muscle (not because I was actually hungry). I remember thinking "what good was doing squats today if I lose all the muscle I gained"…obsess much!?

The Reality:

As long as you are doing some sort of weight training your body will not lose muscle even on a very low calorie diet. Once you have eaten certain minimum thresholds of calories and protein, food and meal frequency has little or nothing to do with your ability to maintain your muscle mass.

The most important factor in maintaining or building muscle is the quality of your weight training workouts. Even as little as 2-3 weight training workouts per week is enough to keep your muscle mass up. You do not need to feel guilty if you haven't eaten any protein in the last two hours. Your muscles are doing just fine.

8

Avoiding entire food groups

Theory:

Many people believe that certain foods have properties that can completely stop fat burning, regardless of calorie intake. For instance, when I was in university I believed that certain hormones found in cow's milk can be absorbed through your stomach and cause your body to store extra bodyfat.

Case Report:

Back in the day, I stopped drinking milk. I did this for two reasons.

First because someone made the argument that "drinking milk isn't natural because humans are the only species to drink another species milk." (what a ridiculous argument, we're also the only species that drive cars and live in houses…I guess we should stop that too?!)

And second (and most importantly) I was told that milk prevented people from losing weight.

The funny thing is I still drank protein shakes made with Whey and Casein proteins (The two main proteins found in milk), ate cheese and yogurt, and used cream in my coffee. All of these foods are obviously made with cow's milk.

The Reality:

A quick look at all the different cultures around the world tells us there is no perfect diet and that humans will eat just about everything, from all forms of plants, to fungus (mushrooms), birds, reptiles, amphibians, fish, mammals, insects and everything else. We also can see that many different diets, consisting of hundreds of different types of foods can all be used as part of weight loss program with excellent results.

Food and nutrition researchers are hard at work examining all of these different types of diets. The one logical thought experiment everyone fails to do is as follows: If people all around the world eat such different diets how could there possibly be one perfect diet or one way of eating?

Avoiding certain foods alone is not OCE type behavior (We all have foods that we like and do not like). It is when this avoidance becomes obsessive in nature that we should worry. There are no magic foods that prevent you from losing weight. People have successfully lost weight while drinking milk, and others have successfully lost weight while avoiding milk. You can eat the foods you enjoy while still losing weight. The simple fact is that avoiding one certain type of food is not the key to weight loss.

9

MAKING YOUR NUTRITION HABITS THE MOST IMPORTANT FACTOR IN YOUR DAY

Theory:

Your eating schedule is of vital importance and is a habit that needs top priority to achieve your goals. You should make your eating schedule priority #1 and not allow anything or anyone to get in its way.

Case Report:

My friend once almost skipped his brother's birthday because the family dinner was planed for 7:30, but he was scheduled to eat at 6. He finally decided to go, but instead of eating with his family, he brought his chicken and broccoli in a Tupperware container, heated it up in the microwave, and ate at 6, then only drank water during dinner at 7:30 pm. To this day he brags about this as an example of how "disciplined and dedicated" he was to his diet...can you say "crazy"!

The Reality:

Sticking to strict schedules like this have never been shown to have an effect on the ability of your body to burn fat or build muscle, or even your daily energy levels. It is however a sure way to distance yourself from friends and family, and alienate people.

Food is a celebration in all cultures and a way for people to come together socially. If you make a strict nutrition schedule a priority you're cutting yourself out of some of life's greatest pleasures and many social events. This could be one of the most socially destructive OCE habits of all.

10

Theory:

Keeping track of everything you eat, how much you eat, when you eat, and how you feel while you eat will help you stick to your dieting program and reach your goals faster.

Case Report:

I used to advocate weighing and recording all of the food that you ate, until I realized how ridiculous this habit could become.

I still think that a food diary can be a useful tool that should be used every once in a while to help us learn to estimate the calorie contents of our foods. And, I do believe that understanding the Calorie content of the food we eat is a sure fire way to help us lose weight.

However, taken to its extreme this habit can become very obsessive. I knew a fitness model that carried a mini food scale in her purse and weighed all her food before she ate it. When she went to a restaurant she would make a strange order like 4 ounces of skinless chicken breast and 6 ounces of steamed broccoli.

When the food arrived at her table she would get her trusty scale out of her purse and weigh all of her food to make sure it was exactly the correct

weight. All hell would break loose if her orders did not meet her strict weight specifications.

The Reality:

There is absolutely nothing wrong with wanting to know how much you eat. However, taken to it's extreme, a food diary can become another anti-social OCE pattern that will eventually consume more and more of your mind and drive people away from you. Allowing food and eating to occupy this much of your mind is unhealthy as it starts to take over every aspect of your life.

Don't give food and eating more importance in your mental and emotional life than it deserves, a journal and diary is for emotional mental and spiritual healing and growth. Family, friends, co workers, school, career and your ambitions are what is important, what you eat and how much you eat should not be given the same status.

Lastly, it is important to realize we can only **estimate** the amount of calories that are provided by food. All calorie lists and calorie counting software programs are based on estimates. Calorie counting is not an exact science. Food labels will round numbers, and serving sizes can be very misleading.

Once you have a basic idea of how many calories your favorite foods contain, you are better off trying to learn how to eat less calories while still enjoying the foods you eat, rather than meticulously counting every calorie you eat.

11

OBSESSING OVER NUTRIENT TIMING

Theory:

The timing of certain nutrient combinations can have dramatic effects on your health, the way you feel, and your muscle building or fat loss success.

Case Report:

I knew a guy who used to time his intake of creatine and carbohydrates down to the minute in order to maximize the absorption of the creatine. He would take a dose of creatine, and then exactly 45 minutes later he would drink 150 grams of carbohydrates because he thought it would maximize the absorption of his creatine. If he was off by even 5 minutes he would be completely upset with himself because he "ruined his muscle building insulin spike" for the day.

I've also known people who would try to only eat protein and fat, or protein and carbohydrate in combination and obsessed about NEVER eating fat and carbohydrate together in one meal.

The Reality:

There has never been any scientific evidence to support the super-strict timing of nutrients.

There is some research that supports the basic premise, but very little research that actually shows a measurable change in body composition over time.

In some special cases a pharmaceutical drug prescribed by a doctor for a medical condition may require that it is taken at a specific time of day and with or without a full stomach. This is mostly for compliance and ease of digestion. In other words, when they say 'take this with breakfast in the morning', they are really just giving you an easy way to remember to take it, the actual time of the day doesn't usually matter.

If you are taking a stimulant that is going to keep you awake and alert for many hours it makes sense to take this early in the day, likewise with a sedative that is supposed to knock you out and put you to sleep. But besides these two cases, there is no real magic to the timing of any other nutrients or how they interact.

Obsessing about the timing or combination of foods that you eat will not help you lose weight, but it will make sure you spend most of your time stressing about what you are going to eat next.

12

Theory:

Your own personal nutrition and diet beliefs are so important that other people including family, friends and co workers should take it as seriously as you do and support you any way they can.

Case Report:

I knew a couple OCE eaters who were even willing to risk their job if it interfered with their eating patterns. One person refused to travel for the company because it would interfere too much with his eating patterns.

Another person I knew would avoid attending meetings when the meeting interfered with his scheduled eating times. If this wasn't an option he demanded that he be allowed to bring his food into meetings even if nobody else was eating and no food or drink was offered at the meeting. And I'm not talking about those 3-4 hour marathon meetings, I'm talking about quick 30-45 minute meetings that he could have easily worked around.

The Reality:

In the total picture of who you are as a person, many things can define you, however your diligent food timing and diet rules are not one of them. If

people think of how you eat before they think of what kind of friend/ or person you are, then your eating is getting in the way of the rest of your life.

People like the one in our example above try to force others to believe their obsession over food is justified. This is a sad attempt to make themselves feel unique, with the belief that what they are doing makes them better, stronger and more disciplined than other people. In reality it just makes them isolated.

The truth is there are simple easy ways to lose weight that do not involve having to live a life with impossible diet rules. Your diet should fit into your lifestyle, not the other way around.

Consclusions

There you have it, the DIRTY DOZEN obsessive compulsive eating habits with real life examples.

There is a lot of misinformation and pseudoscientific jargon that gets thrown around in the popular media.   By the time you are finished reading a couple magazines, the health section of the newspaper and the latest fad-diet celebrity-doctor guy, you will most likely have about 25-50 new rules to follow, half of which contradict each other and half of which are simply impossible to follow.

After trying to follow all of these rules, trying in vain to be 'good' and 'disciplined' while attempting to lose weight, you could easily ask yourself "How can ALL of this possibly be necessary?"

I'm here to tell you NONE of it is.

I've been on both sides of the weight loss industry.   I have worked in product development, creating diet pills and weight loss supplements for the weight loss and sports supplement industry and I have gone back to school to pursue graduate

studies in nutrition and weight loss (which lead to publishing my book Eat Stop Eat.). From this experience I can tell you with 100% certainty that weight loss involves a very simple answer that you'll never find written in a diet magazine or the writings of the latest diet-guru.

That is why I wrote my book Eat Stop Eat. It contains the simplest answer I could possibly come up with to avoid Obsessive Compulsive Eating and still deliver true weight loss results to anyone who needed it.

When you ignore all of the OCE advice, all of the posturing and positioning by the latest diet and health experts you are left with one single fact. The absolute best way to lose weight is to:

Eat less and enjoy the foods you eat. Eat lots of fruits and vegetables, and lots of herbs and spices. And maybe most importantly, spend less time stressing over the types of food you are eating.

This is the main principle behind Eat Stop Eat. It is a sure-fire way to lose weight, and to make sure your weight loss lasts.

The truth is there is one major flaw behind OCE and that is people all over the world eat in very different ways, yet in every single culture there are people who have been successful at losing weight. I hope that by reading this report you are convinced that OCE is really nothing more than an example of narrow minded (and completely unneeded) approaches to weight loss.

You can lose weight while enjoying the foods you eat and NOT stress out about HOW you eat them.

If you've tried any of these OCE styles of eating and failed to lose weight then it's time you try something new, something different, something that isn't OCE and that won't make you crazy, Eat Stop Eat.