

EPISODE 2

[INTRODUCTION]

[0:00:01] AS: You know battling food and your body doesn't work. You want to love and accept yourself. And because you're insatiable, you want results too. And wouldn't you know, you bring the same intensity to your life, wanting to maximize your time, potential, and experiences you have here on this beautiful and wondrous planet Earth.

Fair warning, it will be a rollercoaster. But for those insatiable, that's your prime time to thrive. We're here to say "YES!" to the hunger of wanting it all. I'm your co-host, Ali Shapiro, a health coach who helps people end the losing battle of dieting and find a truce with food.

[0:00:44] JB: And I'm Juliet Burgh, nutritionist, fitness expert, and a co-owner of Unite Fitness Studio Franchise.

[EPISODE]

[0:00:53] JB: Welcome to episode two, *Always Hungry Never Full*. When you think of the word full, you think of feeling satiated and satisfied but what if you never experienced this? Do you feel somehow disconnected from the feeling of fullness? Are you always hungry and craving more? Do you envy those people who could put the fork down?

In today's podcast, Ali and I are going to do a deep dive into the real reason why you're always hungry and never full.

[0:01:21] AS: Today, we're going to discuss different physical hungers. Yes, there's different kinds and the way your body shows you it's hungry and then why you eat bigger portions that you need. So Juliet, how are you doing today?

[0:01:36] JB: I'm good, this is a really loaded topic Ali.

[0:01:39] AS: Oh my God, I know and I feel like a [inaudible] health coach because some people are like, “You know, it doesn’t matter how you eat. It’s about loving your body,” and I’m like, “Loving your body is finding the right foods for it and you’re hunger met.” I mean not that people are saying your hunger doesn’t matter but what we’re going to talk about today is blood sugar.

It’s like so unsexy people think only diabetics need to worry about it even though 50% of Americans are pre-diabetic but beyond the medical issues, it influences your hunger and your cravings every day.

[0:02:12] JB: Oh, 100%. Can I just tell you that I’m always hungry?

[0:02:15] AS: Yeah.

[0:02:18] JB: No, but I mean it’s different for everybody, right? We will, we’re going to get into that. You have to start to pay attention to your hunger and not ignore it and you might even not realize that you are ignoring it.

[0:02:31] AS: Yeah, you know growing up my parents, it’s funny understanding blood sugar and what foods work best for you now but they used to say, “Oh my God,” like a couple of years ago, my mom said to me, “Oh we now understood when you got crabby because you needed protein.” And so it’s like this big joke if Carlos and I are like irritable because we’re hungry or whatever. I’m like, “Someone needs protein.”

[0:02:55] JB: A 100%, I was a huge asshole as a child because of this. My parents were always like, “We need to feed the hungry demon,” so I’m with you on that.

[0:03:07] AS: Yeah and I often talk about clients if they need certain types of proteins and everything or something they don’t want to like when we start getting them to eat breakfast, they’re like, “Well now I’m hungry at lunchtime versus I used to not be hungry,” and I’m like, “You want to be hungry. That’s a sign that your metabolism is working.”

And so I think there is this total confusion about what is healthy, what isn't and so let's talk about satisfied. What do we even mean by what is a healthy satisfaction? Like how do you define that Juliet?

[0:03:45] JB: Yeah, I think that I define it differently than I used to but I think that most people define it as feeling full, feeling satiated, they don't need to eat anymore, they're at their limit in a comfortable way versus feeling uncomfortable, heavy, tired, food coma feeling.

For me, I equate it to if I can workout let's say an hour, hour and a half post meal, that means that I ate something that was light enough and satisfying. And especially if I'm not having cravings after I'm done eating, that's how I satisfy my own hunger. That's how I know when I'm satisfied. If I can use that food for fuel.

[0:04:32] AS: Yeah, so question, with that connection because we talked about in episode one this intuitive knowing and intuition being about pattern. So you have to play around with this especially as you're starting to reorient what works for you.

Are you intuitively able to know if what you're eating will help fuel you through your workout? Not just if you feel light enough to get to the work, to feel that you want to workout but are you able to gauge if it will get you through the workout?

[0:05:05] JB: Yes, I think there's an intuitive part of that but there's also that I've been doing this for enough time that I know what my body responds to. And so, I have experimented enough with different foods and snacks to know what my not just my one or two go to's are but over the years, I could probably give you 25 things that I could eat that would be great for me to go workout and not bonk in the middle of the work out. It's intuition and knowing what kind of foods work for my body but it's also having memorized all of that over the years too.

[0:05:44] AS: Well right and I guess I wasn't being clear but that's what I was saying. It's like your intuitive knowing is based on patterns and I think some people think like, "Oh, I could never do that." It's almost like you either know what works for you or don't but really, it takes a lot of experimenting.

[0:06:00] JB: Oh, for sure. With clients especially getting them to eat before a workout early in the morning because the question that I always get is, “Should I be eating before I workout even if I’m waking up at 5 AM and going for a run at 5:30 in the morning?” And a lot of people are like, “I can’t eat. I’ll get sick to my stomach,” and it’s like you have to really try to experiment with food. You can’t just automatically off the bat say, “Oh no, that won’t work for me”. You don’t really know unless you start trying and experimenting.

[0:06:31] AS: Yeah, I think a tip for everyone is question your own patterns in the beginning in what you think you know about your hunger, right? And be willing to begin, is it the Buddhist that call it “beginner mind”?

[0:06:44] JB: Beginner mindset, yeah.

[0:06:46] AS: Yeah or maybe more commonly the updated version is “the overwhelmed mindset”. We’ve taken not knowing as a bad thing now.

[0:06:55] JB: Yeah, so what is it for you? How do you know when you’re full or satisfied from food?

[0:07:00] AS: Yeah and it’s funny, I don’t even check in with my stomach anymore. I used to when I was struggling with irritable bowel syndrome. I had to be really careful of what would cause me to be bloated or if I was eating too much because of the heartburn and the effects would be awful. But now, the litmus test that I use is like, “Will I be able to resume work or be invigorated by the next thing that I have to do like if I’m going to meet someone?”

Energy is a really big thing for me right now. If I feel like, “Oh my God, it’s going to feel like a drag.” right? I always joke with my clients that my litmus test is, “Is this inspired Ali or tired Ali?” Often when I’m making plans but it also goes for kind of, “Is this extra going to make me feel more sluggish and not light on my feet or not feeling creative?” So I really tie it to if I’ll be able to work and whatever that means and be excited and energized by the work rather than feeling like I just need to take a nap.

[0:08:05] JB: Yeah and all the things that Ali and I are saying are good things for our listeners to pay attention to is, are you feeling exhausted after you're eating or are you feeling light and energized? Do you think that you could exercise an hour and a half later? This are good things to ask yourself questions to question your own satisfaction with your food and how your food is digesting and making you feel.

[0:08:31] AS: Yeah and I think the important part and I'm so glad you mentioned that is because we've often normalized feeling really bad. And so I think talking about ways that hunger shows up that people then attribute to them being bad eaters or loving food is really important but yeah, there can be really positive questions that you ask yourself rather than, "Why am I bad? What am I craving this?"

We're going to talk about how that's actually a sign that your body is hungry but yeah, thinking about the positive things that you can do when you nourish yourself I think is often actually what makes people change. We often have these long term goals like weight loss or getting toned but what really keeps us motivated is feeling gradually better each day.

So that's an important point I want to make. We eluded in the beginning to how you say you were a terror as a kid and I joke that I always need protein.

[0:09:25] JB: Still a terror now with it.

[0:09:28] AS: Well, that's interesting so part of what we're talking today is about blood sugar control and again I'm going to repeat, it's not just for diabetics. But the two ends of the spectrum there are hypoglycaemic, when people crash all of a sudden or tend to feel that really strong hunger. And isn't that something that you've struggled with and want to share what you found works for you?

[0:09:51] JB: Yeah, for sure and my hypoglycaemia or bouts of low blood sugar didn't actually really start getting bad until I was exercising a lot and because my metabolism changed so much from lifting weights and building so much lean muscle and just to give you a perspective, I went from about 130 pounds to 140 pounds and that was 10 pounds of muscle. It was all body fat loss and all gaining muscle.

So that does a lot to your metabolism shifts how many calories I was burning a day and what my body needed. So there was a lot of adjusting and figuring out how much food I needed and what kind of foods that I needed. There were a couple of years there where I was actually pricking my finger to see what my blood sugar was, to see what my levels were.

I went to a couple of endocrinologist, a diabetes specialist because I was having such bad spurts of low blood sugar where I was feeling so dizzy and not even low energy but it was almost like a dizzy shaky feeling where I couldn't focus or concentrate and I was feeling brain foggy and honestly, it just turns out that I needed to be eating more and giving myself more calories at one time.

It was just learning my body as it shifted because your body doesn't stay the same forever. That's something to really, really know about yourself. What worked for you when you were 20 isn't going to work for you when you're 30, isn't going to work for you when you're 40 or 50. It's a constant checking in with yourself and making adjustments and I wasn't doing that. I was like, "Well this always worked for me so I'll just keep doing that," and it really wasn't working for me anymore.

[0:11:42] AS: We just lost a ton of listeners. You just told people they can't do the same thing when they were 20.

[0:11:48] JB: I know.

[0:11:49] AS: I'm just kidding.

[0:11:50] JB: Yeah but it's all about change and that's why when I tell clients this, there is resistance because they're like, "Oh that sounds hard. I just want to be able to do what I did when I was 22 to lose this weight. Low carb worked for me, why isn't it working for me now?" And it's okay. There are a lot of other ways to go about your health and it's exciting actually. I eat more carbs than I ever used to eat and it's amazing.

[0:12:17] AS: So I want to circle back because that's really interesting. You talked about dizzy and brain fog because we often think of hunger as just showing up in our stomach but I wrote this post about a year ago. It got a lot of people being like, "Oh my God, that's me!" But I talked about the other ways that you find out your body is hungry.

And part of why metabolisms can crash, part of metabolic crashing and installed weight loss or plateauing or gaining or rebound weight is a result of starving the body, right? And so, let's talk a little bit more. I mean you had dizziness and brain fog. I know for me, I used to think I love carbs and there was an emotional component there but it was the physical component of not having my blood sugar balanced.

I was hypoglycaemic for a long time because I was also gluten intolerant. I'd also tried to be vegetarian several times but I was eating like soy dogs in college and all that stuff but by not eating the right protein types, I was tired all the time or crashing suddenly or needed extra caffeine. Some other signs I think that's important to show up of how or have you ever experienced that? Let me take a breath here and let you pipe in.

[0:13:33] JB: Yeah, well for me, it was so much more critical with my blood sugar where it was like "get something in my system right now or I was almost afraid something was going to happen". And that's what led me to actually go and see a specialist because I was getting nervous about a level at which my blood sugar was dipping to the point of feeling like, "I can't even see straight now."

I actually was formally diagnosed as having hypoglycaemia which was a pre pre-diabetic state. It's funny, the doctors had told me, "Well, it looks like you're going to have to eat healthy and exercise for the rest of your life." I'm like, "How ironic is that?" That that's what I have to do to make sure I don't get diabetes and who knows if that's genetic.

I don't know but the whole craving carbohydrates and caffeine thing, I didn't have as much because mine was actually really seriously medical. I couldn't even think straight to be like, "Oh, I'm craving a hot chocolate right now."

[0:14:35] AS: Yeah, I think we should probably just back up for a minute and explain what blood sugar is because again, it's an unconscious process right? Your body is doing it without any input from you and I always give the analogy of I mean I use a rollercoaster but I think for our purposes today and what we're talking about, thinking of an IV drip.

Your blood sugar is basically the energy drip that keeps you energized during the day. So often times, when we're talking about craving carbs or craving caffeine or to Juliet's, it showed up for Juliet as brain fog or dizziness, was the body didn't have enough energy. So if you think of an IV drip — oh, and your blood sugar is regulated. This is where it gets a little complicated.

It's not if you're eating carbs or not, it's about how many carbs you're eating in relation to how much fat and protein you eat with those carbs. If someone eats a high carbohydrate breakfast in the morning like a traditional cereal even those "health food cereals" it's like having an IV drip and opening that up and the whole thing just flooding your body right away.

You get energized and a lot of my clients use the words "geared up" and ready to go for two hours but then they arrived at lunch wanting a sandwich or wanting potato chips or they say, in my clients words, "they don't want the healthy choice."

[0:16:03] JB: Yeah.

[0:16:04] AS: But if people eat the right combination of fats, proteins and carbs for them, then that IV drip is much more consistent. It's a slow drip and then you don't get what is popularly known as "hangry" or you avoid the symptoms of hypoglycaemia or insulin resistance, which is the other side of that.

So I just want to define that for people because one of the biggest relief clients have when they're done working with me is that they understand that process and how to negotiate the right amount of fats and carbs and proteins. And to your point, they're like, "Oh my God, I actually need carbs especially at lunch otherwise I crash in the afternoon." It's so fun to know that healthy carbohydrates don't have to be forbidden.

[0:16:52] JB: Giving people permission to not only eat more but eat more carbs is one of my favorite most joyful things to do with a client and they look at me like I am nuts. They're like, "No, no, I think I need to see someone else." I'm like, "No, I actually do have knowledge. I promise you, I am telling you the right information," but in my field, in the fitness world we call it macros, micronutrients.

And a lot of plans now are all about it doesn't fit your macros. There is a website called "If It Fits Your Macros" and bodybuilders, fitness competitors, this is something that they've been doing for years in order to obtain that physique which is to them, they're perfect physique. But it's about their macronutrient balance and making sure the blood sugar is stable honestly, because when your blood sugar is stabilized, your body is in a fat burning mode instead of a fat storing mode.

[0:17:58] AS: Ooh, we're going to talk coming up in here in the next 10 or 15 minutes about how often to eat because I want to bring that back up because I am so curious what you think about how often because I have my own opinions, but part of my recommendation is around when you keep your blood sugar stable, you dip into fat reserve. So it's good to hear that you say that too.

A couple of other things I just want to point out to people about some other ways that hunger shows up in their body. If you're getting headaches a lot, if you're crashing at 3 o'clock in the afternoon and you feel like you just need a pick me up and you want to blame it on not enough sleep or whatever, that could be true and usually people's blood sugar are crashing.

You're talking about, and I love how you said that your favorite thing to do to tell people that they can eat carbs. I had a client that I was working with and I help my client see if they're a fast or slow burner and basically, do they do better on a more animal protein diet or do they do better on a more lighter protein diet like quinoa, carbohydrates and this client was a fast burner. She definitely needed animal protein at lunch and I said to her, "You need frozen quinoa or rice on there. You need some carbohydrate at lunch as well."

So that was her homework to work on that stuff and to notice specific things and she came back the next week and she was like, "Oh you know I got the right protein and I do feel better." She's

like, “I tried to skip the carbs because I want to accelerate my process but then I was eating potato chips but then how do I not eat potato chips at three or four?” And I was like, “You’re eating potato chips at three or four because you skipped the carbs at lunch.” And she was like, “Really?” aAnd I was like, “Yeah! And at lunch you feel your blood sugar is still stable so then you want to have rice instead of fatty potato chips.” I just wanted to echo people love realizing that like, “Oh my God, they can have carbs” especially I’ve noticed with my clients, lunch really works really well.

[0:19:58] JB: But they’re scared is the thing that is so interesting and fascinating. It’s so scary to do that because of how many messages we receive that carbs are bad and they make you gain weight.

[0:20:17] AS: Yeah and I used to be terror, well I’d simultaneously...

[0:20:21] JB: Carbophobic I call it.

[0:20:23] AS: Yeah, I simultaneously love and hated carbs and here is where it’s difficult because some carbs are going to put weight on you and they’re mainly the refined carbohydrates and too much sugar will. But you don’t have to — because, I tell clients how you eat at one meal sets up your entire life experience for the next three to four hours.

If you eat them when they are appropriate, you actually don’t crave the horrible ones, well at least 50% of the time. 50% of carb cravings are physical and this blood sugar issue and the other half are emotional but you often can have the energy to deal with the emotions if your blood sugar is balanced. So yeah and I think people get confused.

We’ll have to do a whole thing on carbs because what’s a good carb, what’s a bad carb? And to your point, macronutrients in the world of fitness or nutrition they divide them by fat, protein and carbs. Yet, if you take something like vegetables which are considered a carb, they do have protein in them or you take animal meat, which is considered a protein but if it’s healthy, well-raised meat it has a large percentage of fat in it so it could be really, really confusing.

So we'll have to do a whole other episode on that. So if you have any questions specifically you want us to answer, definitely reach out and let us know. And then I just wanted to point out one more thing because you have your day to day experience of ways that hunger shows up beyond your stomach but long term, there is very serious issues like PMS.

A lot of clients are like, "Oh my God, I can be good," and then it's like, "My PMS symptoms are two weeks." Underlying that is blood sugar deregulation. It's often from going extremes in dieting, bad and good, bad and good. It's from cutting out carbs completely often and then other hormonal issues like Polycystic Ovarian Syndrome, Endometriosis and Hyperthyroidism.

Those are also signs that you've got to pay attention to your blood sugar. I just wanted to point that out because those all influence our hunger but it's also the way that you're seeing your body is starving or it's not being paced well. It's all about the pacing.

[0:22:39] JB: Yes, for sure.

[0:22:41] AS: So let's get to that question because I hear this so often. In fact, I just had a client I just started with her and she was like, "Okay," she's still in a good-bad mindset which many are. It takes a long time to get out of that but I was telling her that we want to work up to, we want to see what works for her right now but we want to work up to three meals a day.

She said, "Oh my God, I've been told by everybody else I should be eating six to seven small meals a day." and I was like, "Whoa, let's talk about why I'm recommending this because I don't want to be another person like "I'm being good and bad" metric for you". Tell me what your opinion is because I believe that we have to work up to three meals a day.

Sometimes people still need snacks based on the resiliency of their blood sugar but I love to hear — and that's for weight loss too. I don't work with people who are training for like you train people like athletes and stuff like that so this is for people who are looking to lose weight and improve their health.

[0:23:47] JB: Yeah, I have the perspective that there isn't any right or wrong way. I really do think that you have to pay attention to your blood sugar reserves, your body and do I think that

healing your blood sugar could mean that you could eat only three times a day and feel satisfied and full in between the meals, I do. I think you have to really pay attention though to what foods you're eating and make sure that they have the really right macronutrient ratio.

Have enough fat in each meal so that you can hold yourself over because fat and protein are going to be what satiates you the longest. I don't think it's ideal — not an ideal, what's the word I'm looking for? I don't think that many people can do that. I think in an ideal world, they could but it's not an ideal world that most of us live in as far as how much we have in our plate.

How much we're running around, how little sleep people are really getting? I think that in an ideal world, we're getting eight hours of sleep and you're getting to work at nine and your lunch is at 12 or one and your dinner is at five or six and then you go to bed at nine or 10, then yes, you could totally eat three meals a day and that should be healthy, satisfying and plenty for you.

But most of us are up at five or six in the morning, we're walking our dogs, we're trying to maybe get a workout in, we're going to work, we have a lot in our plate, we're having breakfast and then we are feeling maybe a little hungry in between lunch so we need to have something to hold us over. And then lunch is noon, dinner might not be until 8 o'clock at night.

That's so long for people to be going so they have to have something in the middle of the day otherwise, they get to dinner and they're ready to eat the handle off the fridge and they just start going crazy and eating whatever snacks they have while they're trying to cook their meal or whatever you may have.

So I think that in an ideal world, yes, three times but it's not an ideal world that we live in. So I work mainly with my clients on what their lifestyle is and I think it's totally fine to eat four or five or six. I have people eating eight times a day and they're getting great results. So it's totally dependent on the person and their lifestyle.

[0:26:06] AS: Yeah, in my career, afternoon cravings programs, I have a whole module on what I call harmonizing. Harmony is this idea of meeting your body where it is that day and yeah, if you don't get enough sleep your ghrelin and leptin hormones are all over the place so you're

going to be hungrier or I have a lot of clients who start to realize like, “Oh wow on the weekends?”

The weekends, a couple of tablespoons of nut butter and an apple will work for them versus the days where they’re working, they need an omelet, right? I totally hear that but I’m going to push back on you a little bit on this and maybe because I work with a lot of people who also have GI issues but I feel — and here is what my clients find first.

Yeah, I totally believe in the afternoon snack. If someone is going to be eating dinner really light and all of that kind of stuff because you don’t want to end up hungry because you’ll make worst choices. And I totally agree that it’s about eating the right macronutrients at breakfast, lunch and dinner but I think eating six or eight times a day, the reason I don’t think that works for most people in the long run is that you are now thinking about eight meals that you have to plan and prepare.

Because I find that my clients find it a huge relief when — I just had a client who swore she was a snacker. She’s like, “No, I’ve not been able to not snack,” and I taught her how to balance the right macronutrients and she’s like, “Oh, this is amazing. I only need three meals.” Yeah, if she needs something in the afternoon, sure.

But I also feel like that’s hard on your digestive system to never give it a break. Digestion is so energy intensive that the energy then that they need for thinking in life gets diverted into digestion and the body never gets a break.

[0:27:55] JB: Yeah, I can totally see your point and I actually do agree with that. I think it’s all about what you’re eating though for how your digestion is going to be working. When I’m talking about eating that many times a day, people are eating big meals, big snacks when they’re doing this. Especially for people who are athletes, they are eating to fuel themselves for their training and pre and post training. They’re not eating a lot at once where they’re going to feel weighed down or they can’t focus and think. It’s all about how much you’re eating too.

[0:28:32] AS: Yeah, so this is just shocking to me because I don't even know how you would eat eight times a day but people who train, I would think they're training most of the time. I'm just curious, are they eating while they're training?

[0:28:46] JB: Sometimes. If you ever see somebody doing some sort of distance race, an endurance ride or a run or triathlon, you see them eating while they're actually working out otherwise their blood sugar drops. You have to actually keep your glycogen up so people do eat while they're moving.

[0:29:06] AS: Okay, so for those of us who are just trying to be active during the day, hand raised.

[0:29:13] JB: Here's the thing Ali, I'm sure that a lot of our listeners fall into this because it's so trending right now with people in physical activity. I am seeing this pattern, I don't think it's healthy but it's happening more and more and more, of people working out too much. They are working out more than once a day. "Oh, I went to hot yoga this morning and tonight, I am doing a spin class."

Or, "This morning I did this in class and tonight, I am going for a run with my running group." Do you find this with people because I am seeing this and maybe it's because I own a fitness company and these were the people we're attracting but it's really a lot of type A, very successful people. I don't know if it's just their outlet and it's very unhealthy I think. But then I have to help these people because they're not getting the results they want because they're over training so they need to be eating more this kind of training.

[0:30:11] AS: Again, there is also a lot of studies, I am going to be the cancer card here but like marathon runners coming down with leukaemia later in life because of the constant free radicalization. Now that you say that, "I wonder if we attract people," and I don't know if I believe in laws of attraction but a lot of my clients have my issue with exercise.

A lot of them are more consistent than I am but it's often like work or other obligations impinge on their exercise time. I always work with them finding something enjoyable especially if they're starting off. I share right now, I'm working on exercise and just in October, November and

December. My whole goal was just to make sure I worked out in any shape or form for five days a week.

I accomplished that the whole time except for one week each month. I was sick, travel or whatever. And I find it is actually the opposite and I find that often, clients are still trying to get out of that punishment mindset with exercise. I explained to them in the research that people who exercise tend to overestimate how much they burn on the treadmill and then they reward themselves with food and they underestimate how much they're eating.

[0:31:34] JB: Yes, a 100% and I think you're right about the different people that we're attracting and clients because I'm in the fitness business and I own an actual physical facility that I'm seeing people out of. Those are the clients that are coming to me mostly for more sports nutrition.

They're coming to me really to lose weight or to work on their relationship with food. But at the end of the day I'm like, "If you're going to be working out with this, I'm going to be making you a sports nutrition plan because you are working out like an athlete. You are training this much or this intensity."

So there's two different spectrums of clientele here and listeners, I think it's great to see both ends of the spectrum. Where someone who's having trouble to find the time to exercise or doesn't like it or is feeling like punishment versus not to say my people but people who are like, "I want to exercise all the time. I love it", you know?

[0:32:32] AS: Yeah, I'm going to come over and rub their head. Yeah and still too, what's interesting though coming back to the research that I read is that they said thought, and isn't this a sexy marketing term, "incidental movement", which is just being active during the day is actually more beneficial for your health than weight loss, then — I mean your people may be — oh my God, I sound like a really bad politician right now. That's what's Ross Row, remember you're like lost the election, he was like, "You people," which is like a completely different context.

But — oh my god, I am totally blanking out. But the people that you work with, they probably it is such an outlet for them and it's part of their identity. So much of this is about our identity. "I don't see myself as athletic or I don't see myself," — some of my clients, they do have the issue with working out where they will log onto a treadmill even when they're traveling and if I'm trying to be like, "Oh you try some hot yoga," or whatever because their lives are so stressful, they feel like it doesn't count.

[0:33:38] JB: Yeah, that's definitely my clients. I would say 99% of them.

[0:33:42] AS: Yeah, so I get some of those people as well. I think to your point, they're all type A and it's just a matter of how it plays out in their life for sure but yeah. I guess when it comes down to how often to eat but I think if you're more of my speed where you're trying to stay active and you try to do it, I still think and again, I said "working up to".

If in the afternoon you feel hungry, I tell my clients you should never ignore that. That is always something to pay attention to. It's just really important. You brought up a really great point about knowing if you need more fat or protein because if its blood sugar hunger, it tends to be more of a carb craving and that's how you know you're not eating the right foods for you.

Versus if it's actual hunger, you may need to be working on the resilience of your blood sugar and need a meal or need a snack and that's fine. I think two tips, and you can tell me if you found this too, but I find that other people are still hungry after their meals, often, they need more protein. And if they're craving carbs like they need something sweet or they want potato chips, they often need more fat. How about you? Have you seen any similar trends or anything more to add or something different?

[0:34:54] JB: Yeah, I definitely agree with that and I think to wrap up and summarize how much people need to be eating or how often rather, I think that it's all dependent on where you are. And I was going to say that there are no hard set rules to this. I think Ali and I are going to talk about that a lot with you guys that there's no hard set rules especially if you're somebody who has dieted over and over again, ou've been a yo-yo dieter.

The last thing that we would want is for you to feel like, “Oh I have to eat three times a day now?” And then feel like you’re being controlled by that. Like, “Oh, I can only eat at lunch and I can only eat at dinner. I can’t have anything else”, that’s totally not what it’s about. It is about healing your blood sugar and feeling confident and satisfied with every meal that you’re eating and letting go of that obsession that you have around food. If you’re somebody who feels like that, there’s no hard set rules so take comfort in that.

[0:35:57] AS: I am so glad you said that because one thing that I’ve learned over the years, in my programs I always had like, “Be where you are” and now I’m like, “You know, these are suggestions.” But I realized especially early on that people did not hear that. What they heard was, “Here is another right or wrong way to be,” and so I’m so glad you said that.

I just created this Clean Eating Reboot for free which actually by the time these run, you could still sign up for it at Alishapiro.com/cleaneatingreboot and it’s completely free and I’m keeping it open until probably mid-January. It’s three days of clean eating. It’s nothing drastic but what I said in the recipes for that and in this outlines I’m like, “Think of this as an Instagram filter of suggestion.”

If there was an Instagram filter that said “suggestion” or “take what you want”, put that tone like it’s a suggestion. Everything we say here hopefully will spark more of your own, “Wow that really resonates,” rather than gripping this like, “This is what I must do!” So I’m so glad you brought that up Juliet.

[0:37:06] JB: Yeah and, “Wow that sounds like it would feel good,” or, “That sounds good to me.” Not, “That sounds hard to me.” I mean granted there are some things that are going to be challenging that you should definitely dive into and try, but the anxiety of it shouldn’t be there. So if there’s something you’re feeling that’s creating more anxiety that is like a big red flag for you to be like, “Okay, that’s probably not for me.”

I don’t know if you feel this way Ali but I’ve had this with juice cleanses. People always trying to tell me to try juice cleanses and I’ve tried them before and they just give me so much anxiety when I do them, so I don’t do them. Even though there is some research backing that and it’s great for your digestive system and all of that but it doesn’t work for me, you know what I mean?

Then there are other people saying, “I felt so great. I felt so energized. It’s the best thing I do.” I have friends who do cleanses throughout the year and it gives me more anxiety because why would I do anything that creates anxiety, right?

[0:38:08] AS: Yeah, well I think it comes back to your point, giving yourself permission because here is the challenge. When we’re in a story that we have to battle our body, anytime we feel like we think we have to gear up for something and you’re nervous when you go into battle, right?

[0:38:23] JB: Yeah.

[0:38:24] AS: We often think if we’re nervous or we have to gear up that we’re on the right track.

[0:38:29] JB: That’s every diet, right? You are gearing up for it.

[0:38:31] AS: Yeah, yeah. We’ll have to do a whole thing on why I think juice cleanses, considering that 50% of people are pre-diabetic and don’t know it and that juices take out the fibre and you need fat to absorb the nutrients in vegetables. We can talk about how I think yuppie juice cleansing is the worst health trend ever and this is something that I find curious.

I think people think it works for them but I bet in only 10% of cases, those people actually — because how you come off one of those, how you prep and come off is actually often more important, right? Because if you’re only doing juicing and then you’re starving. Like I remember trying the Master Cleanse back in college and I can only last four days because I have hypoglycaemia at the time.

Of course, I felt like a failure but when I came off of that, my body was so famished I over ate and I had stomach issues for two weeks. I actually had a client I worked with years ago who did one of the Blue Print Cleanses and it triggered something in her digestive system and she even e-mailed them and said, “What is in this? I’ve had major problems since,” and they never got

back to her. So it's kind of another issue but maybe it does work for some people who have no stress and trust fund and live in Tahiti.

[0:39:48] JB: Yeah, right? And if they're excited about doing it and it feels great for them, more power to you but for most and the majority of clients, it's so stressful to do one of those things and it's just them trying to get a quick fix. It's not about health, it's about losing pounds and we know that weight loss is so easy, right?

[0:40:07] AS: Well, anyone can lose weight for a week.

[0:40:09] JB: That's what I mean. It's like, "I could stop drinking water for the next 24 hours, I would be a lot lighter tomorrow when I step on that scale." We talk about losing weight, I never even say weight loss with my clients. I say "fat loss. You're losing fat, you're going to lose fat and not weight. You can lose weight, anybody can do that.

[0:40:31] AS: That's a really great distinction, yeah. And I think just adding to that being really honest if you're excited to try something or is it more that everyone's doing it. A lot of people go in juice cleanses after they get on the scale and it's like shame motivating them. They confuse shame with motivation. So I always say, "Does it feel inspiring?"

Not motivating because motivation is usually fraught with stress but yeah, people feel genuinely excited to do a juice cleanse but yeah, go for it. So we talked about satiation, how hunger shows up beyond your stomach but then also, you kicked it off with talking about feeling full but not stuffed and I want to dip our toe into why do people go beyond this.

I find with a lot of our clients especially when it comes to portions where they're stuck on fat loss, I guess we will call it now. They know that they should be eating smaller portions, right? But I never approach anything from a logical way because as we talked about in episode one, this isn't a logical thing. When I say to them, "Do you know what it feels like to feel anything less than overly full?"

And they're like, "Huh, I don't even know." And so, I often have them see what it feels like to stop with a little bit of room in their stomach and it's a different feeling so it's a little bit

uncomfortable but then they find that it feels very unsafe or very panicky if they don't feel overly stuffed.

[0:42:09] JB: Because they're filling themselves for a reason. There is definitely a connection between filling yourself with food until you're stuffed, until you cannot put anything else in there, which then lulls you and numbs you so that you're no longer feeling that emptiness or that anxiousness or that stress because all your body can really do now is just try to recover from feeling full. It's metaphorical as well, of course. It's not just "stuffed" just physical like that but you're trying to fill yourself to the brim basically so that you don't have to feel empty.

[0:42:51] AS: Yeah, I just ran a program and I had a client surprise me because I often thought that I think it comes from being in this restrictive like, "Oh my God, if I'm hungry later I can't eat," right? Because it's off some imaginary plan. So there's a little bit of residue panic from the rigidity days of eating that I think is part of it but she was saying that she often felt like a hole almost followed her.

And so I said, "Well, play with that hole. The next time you are done eating, practice feeling comfortably full," she was eating the right macronutrients and I said, "But I want you to play with that hole. Greet it and say like what is that?" And she so surprised me because she said, "I actually found out I liked it". She said, "I was like okay, I have this hole but what it really is, it really morphed into was an openness."

She was very articulate and insightful and she said, "You know it's almost I can receive now." And to your point about thing being metaphorical, it dawned on me that one of the threads of weight and overeating is feeling unsafe, feeling you don't have resilience to handle what comes up. And so when she said the word receiving, I was like, "Oh my God, that's a very vulnerable place to be," right?

You could be discerning which is different than taking it all in but it really made me think about that could be a vulnerable place but being open and feeling that is also scary. And that's kind of what I'm working on, I talked about it on episode one, my edge is that openness and feeling that lightness and like will the other shoe drop?. So I often wonder people might be on a small level

like, “Oh everything is being okay, and I just get to be open to what’s unfolding.” I mean it has a lot of different meanings but if that could be it too?

[0:44:55] JB: Yeah, I think that that is some next level shit that you’re talking about. Not bad, I just think that taking a rewinding for what people will typically come to us for and what I came to Ali for back in the day was that my plate was so full and I was taking on so many projects and was overworking myself so that I was never actually getting satisfied with what I was eating because I wasn’t relaxing into your satiation.

I wasn’t sitting down while I was eating. I was just on the go. I wasn’t tasting my food, my pace was too fast. The pace at what you’re eating is really important to feeling satiated not just the macro nutrients, and then just never giving myself time to actually nourish myself. On the physical level and also emotionally, it wasn’t nourishing myself by taking care of myself. By giving time to relax and I wasn’t on my phone all the time or on the computer checking e-mail all the time, never disconnecting, those things cause overeating and never feeling full.

[0:46:10] AS: Yeah, I’m on the ease of that some next level shit.

[0:46:14] JB: Where you’re going I think is beyond, I agree with what you’re saying but I think that there’s definitely a category of people that fall into what I had which is what I came to you for which was, “Why am I having five bowls of cereal at the end of the day?” I pour myself a bowl and then I go back and I pour myself another bowl and then I go back and I’m just like, “Stop, I don’t want to do this.”

[0:46:42] AS: Yeah, I believe though that our biology because when we kicked off we were talking about blood sugar but I believe your biology is always telling the story as much as your story tells your biology. They’re interconnected but yeah, that is a whole other level that we’ll get to on another episodes. Yeah, but I think it’s important to realize, let’s just plant the seed of that that this isn’t again, it reinforces, this isn’t a logical puzzle. Let me start to investigate the emotions or whatever.

[0:47:15] JB: Yeah, I think one of the greatest tools that you gave me and that I give clients and I’m pretty sure you do to this day is having somebody get curious about their patterns. Rather

than judging yourself all the time and that good-bad mentality and being like, “What’s wrong with you? Why can’t you get your shit together?” It’s more like almost seeing yourself from outsider looking in and saying, “Hmm, this is interesting. Why do I keep doing this? Where is this coming from?” Just being more of a curious mindset rather than a judgmental mindset.

[0:47:49] AS: Yeah, a health coach friend of mine, her name is Jamie Greenwood, just sent out a newsletter this week and it was such a brilliant tip. She puts a younger picture of herself on her phone. So when she doesn’t want to give herself compassion and she’s had her clients do this too to great results. So I totally want to give Jamie credit for this — Jamiegreenwood.com, Jamie Living.

But what you’re talking about how to be curious, it’s often hard but I think when we think of that, my question is always, “Why is this brilliant? Why does this bad habit makes so much sense?” and if we think of our younger selves and maybe you need to put a picture of yourself on the phone, why the younger side of our self? Because the bad habits are all protective, they’re just younger sides of ourselves that need to mature.

With what you know, they will help you bring some compassion and curiosity and just looking at yourself as a smaller child and realizing that from a chronological age, that’s probably where you developmentally know about your emotions. I mean not all of them and no one wants to think that, “Oh, I’m a beginner again” my clients hate that. I hate that but in this area, they are. I think that’s a great tip of how to be curious.

[0:49:07] JB: Yeah and you get a lot of clients Ali that are like, “I’m great at my job. I’m great at this. I’m so successful. I run this, I run that” and then they’re just like, “But I just cannot figure this food thing out,” right?

[0:49:20] AS: Right and there’s actually the opt in, in my website is “The downside of self-control.” There is a reason why people who have high self-control, when they’re not in control of something like food or anything else in life, other people they have the illusion of control and so they try the same tactics which are judging, pushing, striving, keep going but it doesn’t work and they learn a lot more slowly.

You are more interested and curious in that research of what to do. And I also want to give people, on my website it's a blog post that I wrote. If people want a beginning place to start, it's at Alishapiro.com, "Why people are afraid to add fat". And if they look at that post, they will have a plate visual.

I think it's a really great place to start so that they can start balancing their blood sugar in ways and start to feel a little less "carb crazy" as my clients often say. But will give them a great starting point to figure out how to work towards figuring out what works for them and end their hunger and also noticing that hunger shows up in different ways. Again, that's alishapiro.com, "Why you're afraid to add fat." If you go to that, the plate visual will come up.

So yeah, we got into some, I like how you said, "deep shit" and we'll end on something practical. Take a look at the plate visual and to your point, be curious. Be really curious about why you're struggling I guess. Is that the word or is it struggling or it could be investigating?

[0:51:00] JB: Yeah, investigate your habits, investigate your patterns, don't look at them as struggles, you know what I mean? Everything in life, you could see it as a struggle or you could see it as a gift and I think Ali and I both spoke in our introductions in our first podcast about how — Ali said, how much you do have a relationship to food was a gift.

And that's truly what it is, when you have struggles with food and feeling a little bit out of control with food, it's really a gift to see where else are you struggling emotionally. It's deeper than that. It's not food that you're feeling out of control with. It's definitely other things and food is just the side effect of that.

[0:51:44] AS: Yeah and I think, we'll wrap up here, but I think if you're someone who, because I am all about meeting people where you are. So if you understand your blood sugar which even if you think you do, really after this episode, I hope you'll reconsider but because our blood sugar does affect our mood so much. When you are feeling that you have to eat, when your blood sugar is dropping, you do think about food all the time because your body is like, "I'm starving".

I think the big take away from this episode today is, if you are someone who doesn't have a clue about your blood sugar, feels like you're hungry way too much, start to consider your blood sugar first. And if you're someone who is a client of mine or Juliet's or really understand your blood sugar, start to then move to that emotional piece.

Of like, "What do I think this emptiness means?" And really bring some compassion to it. It doesn't matter what level you work on, you're always improving and the physical one improve the emotional and the emotional will improve the physical, so that's the benefit.

So I'll wrap us up today. Juliet, do you have any final words?

[0:52:53] JB: I would just love to hear from our listeners. Any questions that you have, any comments that you have if you start to get curious if something pops up, we are all ears and we are here for you. We would also love it if you could leave a review for us on our podcast.

[0:53:09] AS: Yeah, I was going to say the same thing. We would love to hear from you. My e-mail is Ali@alishapiro.com, Juliet is Juliet@unitefitness.com and if you guys could leave us a review, it would mean so much to us. It's part of the iTunes formula.

[0:53:23] JB: Yeah.

[0:53:24] AS: So thank you for listening and we'll be back next week.

[FINAL MESSAGE

[0:53:29] JB: Thank you so much for listening to the Insatiable Podcast. We hope you enjoyed today's episode. You can connect with us on social media. Follow me on Twitter and Instagram @JulietUnite and Ali, @AliMShapiro — M stands for "Marie". Please feel free to also email us any questions. We would love to hear from all our listeners. You can reach at ali@alishapiro.com and juliet@unitefitness.com.

We'll see you next time.

[END]