

EPISODE 23

[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]

[00:00:52.2] JB: This is Episode 23 of the Insatiable Podcast and the title today is Social Pressures to Eat Good and Bad. You know Memorial Day is coming up very soon and I've seen lots of people just frantically talking about what cleanses they are doing or how they're going to manage themselves around the bikini season coming up and what they should be eating and what they shouldn't be eating, what diets they should be trying or what they have tried in the past, what works.

It's just a feeding frenzy out there literally. So what Ali and I want to talk about today is just how it can be a challenge with any kind of social scenario to be a good or bad eater even though she and I don't really like to use the terms good and bad but I think...

[00:01:42.3] AS: That's what's going through your mind.

[00:01:44.1] JB: Yes, for the purpose of today's episode, that's what we're referring to it as and we just want to talk about what happens, what goes through your mind and this is the perfect

time to really observe yourself and see what corner you're putting yourself in when it comes to your behavior around food and the pressures that you're getting when you're out socializing with people.

[00:02:09.2] AS: Yeah and I think we need to start with the premise that this ideal, this is what you see in the media is that someone looks — and we hear this from Hollywood celebs all the time right? Like, “Oh yeah, I just do yoga three times a week but I love In and Out Burger,” right? And so that's a façade and the idea that no one has to try, that they can go to the shore this weekend and be really fit in a bikini and look great and have anything that they want just isn't true.

[00:02:40.2] JB: Amen.

[00:02:41.8] AS: Yeah and also, I hear this a lot from my clients like, “Oh that person is so skinny, they don't have to care.” As we mentioned in an earlier episode, they're called TOFI's — thin on the outside, fat on the inside — and they tend to die faster as they age so everyone has to care whether or not it's showing up on their weight or not. So I think that's really important for everyone to realize before we get started.

[00:03:03.9] JB: For sure.

[00:03:04.4] AS: Yeah and I love that we name this episode “to eat good or bad” because Juliet and I were talking before the episode that depending what crowd you're with, right? I know I have people on my life who don't care about nutrition, don't believe in it and they eat what most people think of as “bad” and so what happens when you're with them versus when I'm at home with Carlos who we both eat “good” and my family who does eat healthy or when I'm with my sister who has Celiac?

I think everyone has these different groups of people and it seems socially acceptable sometimes to “not care” and just eat unhealthy and then other times to eat really well and so what's really going on underneath that dynamic is what we want to talk about today so that you have a better understanding of what's really happening and then different tools and skills to navigate social situations.

[00:03:57.5] JB: Ali, when you are out with people who “don’t care” and are eating standard American diet food, what are your thoughts? Do you not care that they’re doing that? You just are, “Okay, this is what they’re about and I don’t care,” or do you feel like you wish you could say something? Like what’s going on in your head?

[00:04:15.2] AS: Yeah, great question. When I first started out health coaching, I still had very rigid ideas of what was good and bad. I remember when I saw the feeling of when I went gluten-free and the benefit I was like, “Everyone should be gluten-free,” right? Then when I was, “Oh my God,” — because of my metabolic type, I’m a medium to fast burner, I need meat. I’m like, “Oh my God all those vegans and vegetarians are killing themselves!” Like, “They are kidding themselves.”

But now that I have come to this place of I am on a deep level know that everyone is different and I also understand the emotional reasons that people make food and I don’t judge myself anymore. I really don’t judge anyone else. In the first couple of years of health coaching, I tried to tell everyone the power we had and how exciting it was and I was like, “That’s just a waste of my energy.”

[00:05:07.2] JB: Can I just tell you that I ran into somebody recently, I forgot to tell you this, and they mentioned to me that they remember from years ago like maybe six, seven plus years ago that you had told them that I guess they were eating something that was a healthy food but it was still like a processed food. I don’t know what it is? Maybe like a protein bar or something like that.

They thought they were really doing a great thing and you were like, “Oh my God! You need to throw that away. That is completely processed and not real food. You need to eat real food from the earth,” and she said to me the other day, “It’s so true! She knew back then, I finally get it.” It was just a funny interaction I had with somebody that you know.

[00:05:57.8] AS: I will say I’ve finessed my delivery a lot.

[00:06:00.6] JB: I'm sure. Oh believe me, I have too especially with my loved ones because you can't get anything across to somebody you love especially if you're just trying to shove your opinion down their throat.

[00:06:11.8] AS: Right and that's so hard because I think when you first learn this, you feel so much power that you didn't have before. You think you're broken for all these years and then when you really figure out what works for you and get to the root causes of the emotional issues, you just wanted to share it with everyone but then you just realize we're all on our own path.

[00:06:29.4] JB: It's so true.

[00:06:30.8] AS: Yeah so for me, I always have to prioritize. So I try to make the best decision that I can and I'm just really quiet about it. I always have to remain gluten-free and I am very comfortable being vocal about that with people. So everyone knows and I'm amazed too how once you start sharing that, people are like, "Oh so and so I know has Celiac," or this or that and people are actually interested in a way that 10 years ago when I was saying this, you look like an alien but now, people are much more curious.

I am really confident now in what works for me and I don't have weight issue hang up. So I don't have a problem in either situation but I know that I've seen with a lot of my clients who aren't as comfortable, especially if they're in the process of trying to lose weight depending on who they are, trying to make a healthy choice, the subtext to them they think it means, "I'm on a diet, I'm trying again. Everyone always knows that I am trying something and I might be failing," and so if they're with the people who are making "bad choices" they go with the flow because it's not really about making the bad choice. They don't want to be the ones who are trying and potentially failing again.

[00:07:42.1] JB: Yeah and from my own personal experience, I was always the person in my family where the question would be whenever I would get together with them is, "What are you eating now? What aren't you eating now? What food can't we serve you?" And it always made me feel uncomfortable because I felt like I was being judged, that they weren't being accepting of me.

It didn't make me change my behavior because I was so stuck to that because I had so many hang ups about my body that I was like completely in control and wouldn't eat something just because they were judging me about my healthy choices but it can be so uncomfortable when you have family and friends who are judging you in that way.

[00:08:29.7] AS: Yeah, I think again, you start to realize more and more as people's own reactions are more about them than you. It's feedback about them and especially these days, food has taken on this, "Oh if you go to Whole Foods and you eat pasture raised animals you are more and more the person who's at McDonalds," or whatever and so I am not saying that but that person...

[00:08:53.0] JB: Are you more moral or do you have more money, you know what I mean? There's so many things going on with that.

[00:08:57.2] AS: Oh my God, we're going to do a podcast on privilege because this needs to be talked about but that's my point. Are you more moral or do you have less resources? I don't know the answer. I think we are all trying our best at the end of the day but my point is that every choice that people make is so fraught with the potential to be judged.

When we're really not confident in our body or what works for us, we rely on subtext. So I call it the mad libs version of life. We fill in all of these blanks that we think people are judging us about like in that case, I felt judged. Someone else might think, "Oh my God, people think I'm high maintenance," or, "I'm a control freak," or whatever it is.

The things that we think the worst about ourselves is what we're assuming people who are thinking about us and then we hear what they're saying in a different way but until you really know what you think your food choices mean, you're going to feel almost bipolar when you're switching between trying to be good or blend in with the crowd.

Say you are out with a bunch of friends and they all want to split an appetizer that's, I don't know, artichoke dip came to mind and you know that dairy messes your stomach up, right?

You're not going to say anything if you feel like not eating the artichoke dip makes you high maintenance, you think it says that about you. I am talking in circles but...

[00:10:16.0] JB: Well yeah or it's a pattern or it says that you're that person that's always on a diet, which is also really uncomfortable because what if you're that person who is on a diet then is not on a diet and then you're on a diet and they're not on a diet? You make up the story about yourself that people are judging you for not being able to get your shit together.

[00:10:38.6] AS: Totally, totally and I was like you Juliet. I was always like, "This is not what I am eating," it was never a secret. I clearly am not a very subtle person but I did feel like — oh my god, especially when we go to pool parties or those weekends it was like, "Are people now expecting me to always be healthy all the time?" When I was on an off week or off month or off a couple of months?

[00:11:03.5] JB: Yeah and we even talked about this with some of the guest that we had on our show just about the pressure of being in the health and fitness profession and do you feel a social pressure there to upkeep this persona? For example, we had Joe Cross on our podcast too. He's the juice man, he's written books, he has Fat, Sick & Nearly Dead, the documentary that made him famous for losing over a 100 pounds juicing. That episode was what Ali?

[00:11:37.7] AS: Last week, yeah last week.

[00:11:39.1] JB: Last week, yeah.

[00:11:40.6] AS: Episode 22.

[00:11:45.3] JB: Episode 22 and we had asked him, "Do you feel that social pressure? Like you have to be always having a juice in your hand and being a vegan and if not, then you're not really who you say you are?" And it's like, "No, I'm a real person. This is just one aspect of me that I know it feels good and it makes me healthy and I have shared this with the world to help them but that doesn't mean that I am now stuck in this box of being a vegan juicer."

[00:12:14.3] AS: Well and I think that brings up a bigger point of most people who are uncomfortable in social situations are trying to look a certain way but the people that you're performing for, don't necessarily even know what healthy is. Take the salad for example. Half the restaurants out here have just basically put their really unhealthy meals on lettuce and call it a salad.

So then people are like, "Oh you're so healthy because you are eating a salad." Meanwhile it's nacho fries, you know what I mean? Which, there's nothing wrong with that but my point is that people don't really understand what healthy is and yes, maybe there is — like take meat for example. So many people are like, "Oh I know so and so is super healthy. They're vegetarian," and so then if you were to eat the barbecue or the grill, it's like, "Oh you're unhealthy." When, again, for my metabolic type, eating meat is really healthy for me.

So I think that when you're out in social situations, it's really important for people who feel uncomfortable to make the right choice or the healthy choice for them if they want to realize that the people who you think are judging you don't necessarily — first, they probably aren't because most people are mostly concerned about themselves and you probably feel that way because you're judging what everyone else is eating because it's so important to you.

And then second of all, that most people really, I think if you talk to them in an authentic way and they open up, they have their own health struggles and they're trying to figure a lot out themselves. Actually, rather than this being about being judged and compared, it could be you're both meeting in that educational space to be like, "Yeah this is what I am learning and working on," and I think that's one of the things, you know, someone asked us on your Facebook page Juliet about, "If all my friends are ordering the brownie and I want to say no, is it really about will power?"

To me, symbolically that brownie is about connection. Genuine connection and feeling part of the group and if we have really deep conversations or conversations that are important to us. I am not saying that you have to get into how our food supply is affecting climate change but something that is genuine and personal with what you're dealing with, it's amazing how that connection, then when you have that, you don't need the brownie or you don't need the dip that everyone is ordering.

[00:14:36.4] JB: Yeah, definitely. You're fulfilled in a different way versus there's a feeling of feeling left out and that's the opposite of connection. It's feeling set apart so when someone is ordering dessert and you don't really want dessert because it doesn't make you feel good or is it in alignment with what your goals are and all of a sudden, you just feel very left out from everything.

But if there is that deeper connection and if there's little more authenticity with the group. A little more vulnerability being shared all around then you'll feel more comfortable and supported in your decision not to have something like that. Now listen, this is easier said than done. You're not going to be always out with people that you feel comfortable with.

You might be out to a corporate dinner with a bunch of colleagues but the more comfortable you get with yourself and feeling uncomfortable I think and just being okay with, "Listen, this is uncomfortable for me," acknowledging it and not fighting it, then you can start to honor yourself a little bit more. But when we fight something so hard or, "Well something is wrong with me, I should be trying harder." It's not about trying harder really. It's about letting go of the reins a little bit and relaxing so that you can be okay with what is without having that brownie to kind of sooth you in the moment.

[00:16:03.9] AS: Right and knowing what you really want and that's the hard part. Food and overeating is really a matrix. It's about the food but it's not and I remember the last session with Truce with Food, I had a client and she travelled a lot for work and she was the breadwinner in her family, wasn't necessarily doing everything that — wasn't doing her calling she felt in life.

Even though I think that we have multiple callings as we talked about with Tara Mohr, I forgot what episode that is, 25, with Tara but she often felt out of place with these meetings and I remember she came to one of the calls and being like, "Oh my God, I met this woman there who is also a working mom. We totally connected on how hard it is and I didn't think about the cookies."

Because they'd bring in this big cookie trays at her when she comes to these meetings and lunch was brought in and she's like, "I can't even believe that I didn't even think about the

cookies. It wasn't even tempting, and there really is something to this connection thing," and it feels almost woo-woo because you're like, "What? Chatting with someone over an authentic conversation makes me not care about cookies?" But it's very true. So it's so important to know what you really want in those situations and I think often times we don't know.

[00:17:23.4] JB: Yeah and going back to Memorial Day coming up and the social pressure of wanting to care about what you look like because that is a social pressure in itself, right? That we should all care about having a flat stomach on the beach and I think that's bullshit. I don't think that everybody needs to be concerned about that but we all fall into line of like, "Okay, it's time."

Everybody is like, "What cleanse are we going to do?" My friends who are in the business of selling cleanses, who own juice bars, this is their time. This is their money making time right now. In the gym world, it's January for us. This is the Juice Bar time, but there's a lot of pressure there for people to follow everybody and that might not work for you but there is.

There is that pressure of, "Okay, my office is doing a Bigger Loser challenge so I guess I should participate." Or, "You know all my friends are doing a 30 day cleanse program so I should participate." What do you think about that Ali, because it might not work for the individual right?

[00:18:31.8] AS: Yeah and again, this is why it's so important to know what works but I think what really works is the buddy system. So it's not the cleanse or the group program but it's finding someone that can support you. But the key is, and this is the hard thing, finding someone who can support you in finding your own path and it's so hard.

I remember when I was struggling, you do almost get caught up in this frenzy but what I think and I wrote a post about this called "Jonesing in for a Reboot" and what I talked about and what really is again, I'm always going to look underneath everything. I'm a coach. I am trained to see the invisible and this is how I'm going to read it. Some people may disagree. They may say it's not.

But what those cleanses do is on an emotional level, they give you certainty when you're feeling so uncertain because when the beach is coming for Memorial Day and the truth is, if you're

probably at the stage where you're sucked into a cleanse, you're never going to be thin enough at that stage because emotionally, you're still projecting a lot onto weight loss that just will never happen. So you're feeling uncertain right?

The real uncertainty is, on the surface it's, "What am I going to look like in a bathing suit? Am I going to be judged?" All this stuff, but the real emotion there is uncertainty and so reboots and cleanses offer this certainty. "Look, in 21 days, here's what" — not only are they going to tell you what to do but then they're going to tell you what's going to happen in 21 days. They're not going to tell you what's going to happen in 30 days, what's going to happen in 40 days or 50 days.

[00:20:03.3] JB: What's going to happen when you die?

[00:20:05.2] AS: Well, I've had a lot of clients who have been F-ed from "innocent cleanses" like digesting cleanses.

[00:20:12.6] JB: Well yeah and digestive too but metabolically, a lot of times as well I've had a lot of clients who have done extreme cleanse programs where a lot of them, there is some form of starvation. There is a starvation aspect, not all of them but to a lot of them there is and depending on the person and their constitution, their body, it can actually mess your metabolism up where you then have a hard time losing weight afterwards. I've talked to many clients where because they went on so many different cleanse programs and their body was just kind of put through the wringer.

[00:20:49.5] AS: Yeah. Well it stresses the HPA axis in your body which is basically a shorthand for how stressed have you been long term and bingeing and restricting, bingeing and restricting does that and cutting carbs extreme does that as well. But any of that. Again, these people are going to tell you what's going to happen in seven days or 21 days but once you get to a place where you really get that you have to choose healthy for the long haul that takes a while to get to. So I also think people need to be compassionate with themselves if they're still in that cycle but I think if you're doing that, also realize that there's going to be ongoing social pressure for everything like — then in the Fall, then in the new year.

[00:21:32.2] JB: I think you have to ask yourself, “Where is the motivation coming from? Is it really genuine? Are you being honest with yourself? Or is it really, like we are talking about today, a social pressure?” So if you’re being really swayed to do a diet right now, where is that coming from? Is that really legitimate? Is it really, deep down in your heart and soul, something that you need and want or is it just because you’re not feeling acceptable? Everybody around you is not feeling acceptable and so again, we are just trying to do it together.

[00:22:09.8] AS: Yeah. I think that is such a great question. I often know my clients. They often come to me. They tell me it’s the last stitch effort but when I know that they can’t do anything extreme anymore, I know they’re at a healing place.

[00:22:23.0] JB: Totally. I can’t do anything extreme anymore.

[00:22:25.5] AS: Me either not even a Whole 30, which is like kind of how I eat. I mean I do more carbs than that.

[00:22:32.0] JB: It’s to the point where I’m like, “Maybe I would like to go get a little more motivated” because there might be a photoshoot coming up for work or getting together with all my staff, not that I have any issues with myself esteem. That’s the point, I really don’t give a fuck anymore. So I’m like, “Yeah, here’s my belly hanging out,” or whatever.

There is no attachment to it in that way and I said something to someone recently like, “Yeah, I have a lot of cellulites,” they were like, “What?” I’m like, “Yeah, I don’t care. I do, I rock it on the beach and so what?” But people are like, “Oh my God but you’re a trainer. Don’t you want to have no cellulites?” I’m like, “No, I don’t really care. I’m healthy.”

[00:23:20.1] AS: Yeah and what’s interesting is you used the word motivation and I think a lot of times what we think of as motivation is code for shaming ourselves and that’s the only way we have ever known because we don’t think we really want to be healthy because we love being bad when we don’t know what’s really going on. So I think that a lot of people, motivation is really — if you look at your tactics, you’re actually shaming yourself.

[00:23:44.6] JB: Yeah and nothing good can come out of shaming yourself. The whole will power thing, if you are shaming yourself then of course you're not going to be able to say "no" to the dessert. Of course you're not going to be able to say no to the candy at the office. Nothing good can come out of shaming yourself. You're just always going to make yourself feel defeated.

[00:24:10.8] AS: Yeah. I always tell my clients, "You can't shame yourself into loving yourself." You have to bring that in a way — but I think what's interesting about social situations is they can be very powerful catalysts for people to become more confident about sticking up what works for them because when they do that and they realize that no one makes a comment or like one of my clients, I'm really big on lunch being your biggest meal of the day and she was like, "Oh my God, to eat more food in front of people when I already feel fat?"

And for her, what she came up with was, "You know what? Even if no one says anything, it's too uncomfortable for me to wonder what they might be saying so I'm going to say I'm experimenting with how Europeans eat, because this is how they eat in Europe," and so she was eating bigger lunches and then one day, she had a group meeting over lunch and she did it. She initiated a conversation with the person next to her. She was like, "You know I don't normally eat this much food but I'm really experimenting with better lunches," and the person next to her was like, "Oh, what did you learn about that?"

She's like, "Well, it helps me sleep better and then I don't crash in the afternoon," and then the woman was like, "You know I wonder if that might help me because I really have a bad heart burn in the middle of the night," and my client was like, "No, it will help," and then she was able to have this genuine conversation and it was so powerful for her to feel, "Wow, this is actually, by me doing this, no one is judging me. I am actually making a friend at the office and having a deeper connection with someone." So I think that...

[00:25:41.6] JB: And if people are judging you, it's because they are judging themselves. It really is about that. It's about them, their own issues with food and their body.

[00:25:50.3] AS: It is and so many people have them. I mean I'm even amazed at how many more men I'm working with now. I shouldn't be surprised but men now because you have to look

younger especially at work and men have been typically prized for how much money they can make and their power. Now that is up for grabs for a lot of men, I think it is coming out of food issues and I always joke advertisers couldn't make women feel any more like shit so they've moved onto men because that's when you start buying stuff more and more.

[00:26:20.1] JB: Oh god.

[00:26:20.6] AS: Well, I'm at the point where I just think things have to get so absurd so we can see the contrast. That's kind of how I'm doing it. I think those social situations when you can really learn to stand up for yourself, and again, even the word "standing up for yourself" because no one is necessarily going to judge you. Think of it as supporting yourself because often if we think, "I have to stand up for myself," we bring this defensive tone to it when often, people aren't even really paying attention.

I think that's one of the big points I wanted to have for people. When they have the impedes to make a healthy choice but stop or they want to make an unhealthy choice but they think they have to confer to the person who's always caring. Ask yourself, "What am I making this mean? What am I making it mean that I ordered the salad? What am I making it mean that I say no to the brownie?" And I do want to talk about alcohol, "What do I mean when I'm not going to drink?"

When you ask yourself that, you'll be able to see what you think, what image you think you're projecting and in each situation, it might mean differently but the overall goal is you're trying to look good and that good is a moving target but really, if you want to work through your food issues, you have to ask the question, "What is good for me?" And I call this going from the good girl mindset to "please like me, please approve me" to the boss mindset of "I have an agenda".

[00:27:45.1] JB: But can we talk about my agenda that you had so much guacamole last weekend when we were hanging out?

[00:27:50.1] AS: Oh my God, I posted that on Facebook and some people were like, "Well, it was a double," and I'm like, "He asked us if we wanted one or two avocados. He didn't say..."

[00:27:59.2] JB: And I could have. In the moment, I was sitting there with Ali. The waiter comes over, he says, “Ladies, would you like guacamole for the table?” And I was like, “Of course!” And he says, “One or two avocados?” And I’m like, “Two please.”

[00:28:11.5] AS: It’s us, we’re insatiable.

[00:28:13.4] JB: “What do I look like, a one avocado type of girl?” Meanwhile, I didn’t realized, I look at the menu, it’s either you get a small or a large. The large is \$28.

[00:28:22.8] AS: So we ate all of it. I was so full. I have not been that full in so long.

[00:28:27.2] JB: First of all, that’s not really two avocados. That was definitely like a small or a large. It was weird how he asked one or two, it was very specific but anyways. But back in the day depending on who I was with especially if I was with someone like Ali who is a healthy person, I probably would have been like, “Just one,” when really I wanted two.

[00:28:49.6] AS: Yeah and then we ordered really small. I mean, just so everyone knows, our bill ended up not being that expensive.

[00:28:55.3] JB: “We eat so much!” No I’m kidding.

[00:28:56.7] AS: No, but we got smaller dinners. But I think what’s so interesting again and because maybe I know this stuff so well, I think most people who think they’re being healthy aren’t. Even in Philly, people go, I’m not going to name it but it’s this vegan vegetarian eatery but they use all fake soy protein and the people are being like, “I’m being so healthy going into this place,” and I don’t say anything because I’ve learned.

But I’m just like, most people don’t know what healthy is and you have to know what healthy is for you and one thing though that I think another tip is because some of my clients will notice that, “Okay now that I understand how my metabolism works,” and if you’re curious to what I keep referring to about metabolic type, go to my website. It’s a free mini-course at Alishapiro.com and you will get the number one blind spot to healthy weight loss. It’s really knowing what type of metabolism you have so it’s totally free, check it out.

[00:29:53.7] JB: Fast burner baby.

[00:29:55.5] AS: Yeah, #fastburner. But once they learn that and learn how to balance their blood sugar and all this stuff, they'll notice though that they'll go to social events. I had a client who went to this random crafting event and everyone brought something and everyone brought this home baked goods and she knows that they don't work for her.

She was like, "It was so weird. They were just talking to me the entire time. I wasn't hungry and I knew I was having no cravings but they were just staring at me in the face," and this is where it gets really tricky because what we do is in that case, we project all the social anxiety that we have about that situation onto food and it's hard to see that. It's hard to understand that until you don't have it.

[00:30:41.2] JB: Well listen, most people have a level of discomfort in social scenarios where you don't know everybody and we all feel like we don't fit it, you know what I mean? So if you're not really acknowledging that, then that's when the cookies and the brownies are really, really calling you.

[00:30:58.0] AS: Totally, totally. It's the same with alcohol. Carlos calls it the social lubricant and I love that because I am extraverted and I never really drank because I always wanted to eat my calories. I swear to God I think that's why I'm not a drinker. I always was like, "Oh those aren't as satisfying."

[00:31:16.1] JB: I would always say, "Dessert over alcohol." That was always my line, yeah.

[00:31:20.2] AS: I still think it's a good choice because I am just not a drinker but Carlos is super introverted and it's so funny because he's like, "Well I can dress up like a good extrovert," but it exhausts him and so it's been interesting living with someone for now, I guess 11 years, and seeing — and we're all in a scale of introvert, extrovert, ambivert whatever. But that social anxiety gets projected onto food or alcohol.

So what I recommended to the client and I really recommend it to everyone listening who struggles with this is before you go to the social situation, and also this is the same pattern or the same situation where like I had a client who was asked to go to a wedding all weekend. She's a teacher, they were her chance to regroup, it's the end of the school year, she's exhausted.

Shout out to teachers right now as growing up with two parents who were city school teachers, teachers have the hardest job and they're so underpaid and they get so little credit and yeah, yeah I know there are some bad teachers but there's a bad system more than there is bad teachers. So I just had to kind of say that. But she was like, "Oh my God, the entire weekend to go for a wedding when I'm on my last leg."

She knew that if she showed up there exhausted she was going to make poor food choices. In both of these situations, I said to the client, "Do you need to be there the whole time? If they are asking you for a wedding weekend, can you go to the wedding and leave?" She's like, "Oh my God, totally! I can do that, and then I'd actually be excited for it."

With my client, I was like, if the event is four hours and she's an introverted person and while she's excited for it, do you need to stay the whole time? Because just knowing that emotionally, you don't have to be so exhausted the whole time can totally tone down the cookies when you get there staring in the face and then for her, she was like, "I didn't really know anyone there that well."

I was like, "Well for you to feel comfortable in a social situation, what do you need?" And she thought about it and she was like, "I really think that I just need to connect with one person. I don't need to talk to everyone, but if I can just connect with one person there in the beginning and feel like I have someone to talk to or can build that relationship rather than thinking I have to talk with everyone and do everything that's offered," for her, that was what worked.

So we had her practice doing that in other situations and it worked really well. So I think that's so important to know that when you're in a social situation what do you need to feel comfortable? Is it just like conversation with everyone? Do you need to chat with one person?

Do you need to not stay as long? Do you need to bring someone with you who you're more comfortable with? This is what I am talking about the boss mindset, what do I need?

[00:34:03.5] JB: That's always me. I always leave early and everybody knows this.

[00:34:06.7] AS: Are you a ghoster?

[00:34:08.7] JB: It depends but yes sometimes but it's because that's what I need and I have to honor that with myself and honestly people, if people don't like it, I've had friends comment on it.

[00:34:19.7] AS: What have they said to you? I'm so curious.

[00:34:21.4] JB: They're not always like, "Oh, you're not going to make it to midnight," or, "You're going to leave," or, "You're going to be known as like the grandma," I just can't hang and I'm like, "Okay, well I'm not" — but I am also going home resting, waking up, getting a kickass workout and taking care of myself the next day," you know what I mean? This is what I need to do for myself. It makes me comfortable. I only have a certain limit, that's just my limit and I am not pressured into going out of my comfort zone in that way. You know?

[00:34:55.8] AS: And I would point out, most people don't like to do that because they are afraid of being alone, rejected but I would say, you're still getting invited to parties.

[00:35:05.2] JB: Yeah but I was also going to bring up the point about we're talking about social pressures and everything but I think there is a food component here too. Any kind of social gathering, a party, a wedding, a corporate event where if you deprive yourself from certain things or you have that "I'm always good" mentality, often times we'll use these social parties as an excuse to like, "Oh, this is my chance to eat all this stuff that I don't ever eat," and then we overdo it and then feel like shit.

I remember weddings for example I'd be like, "You know, there's going to be so much dessert and all these food," and I would never eat that stuff in my regular everyday life and I will always put a hex on it like, "That's not what I eat," and then I would get there and all I can do is just keep going back for more and more food until I felt sick.

[00:36:07.3] AS: Yeah, I mean it's the same pattern. People try to be good a week and then Friday happy hour turns into Friday night out to eat turns into Saturday brunch. It's that same deprive/restrict mentality.

[00:36:20.5] JB: And alcohol, talking about that being the social lubricant, really, really leads to losing your inhibitions with food.

[00:36:28.2] AS: Oh yeah, well I think often for people who do drink, it's like "Oh, it's because I was drinking," but the original uncomfortability or whatever it is, God knows the bar scene is not the most comfortable place. I see why people drink there.

[00:36:44.9] JB: Or maybe you're exhausted from your week, right? You had a really long hard week and then you're pushing yourself to go out to happy hour because you wanted to be with friends and everything. But there's sometimes these limitations that we really have and that we should give ourselves some rest and we don't give ourselves rest. So we drink and we eat and then it's this cycle that we get into when maybe you just needed a night off.

[00:37:11.2] AS: Totally and then you've drained your battery even further so come Monday — oh totally. I'm someone who needs so much rest and sleep and I think again, a lot of times when people feel like, "Oh so and so don't have to care about what they eat." When you're looking around and you're like, "Oh my God how do they have so much energy?" Most people it's artificial.

It's tons of coffee, it's tons of sugar because I know that in social situations, because my clients tell me. I mean they don't tell me everything but like, "No, I compare myself." I'm like, "How is this person better?" And of course, if you're comparing, how are you better? Inevitably, they always come up on the bottom but it's like, "Yeah, how can they still go out?" Or, "How can they hack this and I can't? Am I weak?" Or whatever, and most people aren't hacking it at all.

[00:37:58.6] JB: Yeah, I was telling Ali I was up against this myself recently because I kept finding myself coming home and taking these long naps. Not 30 minute naps but passing out for three to four hours and every week I was doing this in a certain point in the week and I was

beating myself up just thinking, “I’m weak, there’s something wrong with me. I must have cancer,” because I’m such a hypochondriac. When I really looked at all the things I was doing it’s like, “Wow, I taught twice as many fly wheel classes in both of those weeks that I normally do because I was covering for people.”

My body was exhausted on top of all the other stuff that I’m doing and rather than beating myself up and saying, “Well everybody else can do it. How can that person teach 12 classes a week? I can only do five and I’m exhausted,” and who gives a shit? That’s my limit. I took some naps, I didn’t do it this week. Life has ebbs and flows all the time and we are so hard on ourselves and we put so much pressure on ourselves.

[00:39:06.3] AS: Yeah and it just reminded me for the women who are listening, your energy naturally dips the week before your period and during your period. The week before, you become more discerning, some people say it’s irritable and if you’re blood sugar is completely out of whack, you have horrible PMS symptoms, but your energy goes down and it’s a time for going inward.

I tell my clients it’s the fall time of your life. Reflect what needs to go, what needs to stay and then the week of your period is winter, you’re going to need more sleep. You need more carbs that week. There is a total ebb and flow and I think we tried to...

[00:39:42.4] JB: We try to just make ourselves always have all these level or we expect this level of consistency and a lot of it is just all the messages that we’re receiving in the world of like, “You must be like this,” or, “This is what you should strive for,” and it’s very generic.

[00:40:01.3] AS: It’s interesting that I’m like, “Next time you hear you should be this, you should be that, look to nature okay?” Nature reveals all. There’s cycles to nature. Nature is gritty, it’s swampy, it’s also beautiful. To me nature is spirituality, it’s how the world is wired and that’s why I always use those as metaphors but we are part of nature. We are not unique, we are part of it. We can’t dominate it, we’re a part of it and I think that’s a big piece.

[00:40:34.6] JB: But I think going back to all the social pressures and everything, there’s definitely patterns that you can see within yourself and how you operate, right? But not every

scenario is going to be the same and you have to play it by ear as you go but there are definitely patterns that you can protect yourself from, like Ali is talking about. Just setting limitations for yourself before you go out, knowing what you can handle, what feels right.

[00:41:01.7] AS: Well, I wouldn't even call them limitations but I would say knowing yourself so that you can enjoy the experience because rather than dreading something or worrying about, "Oh my God, is there going to be food?" Or whatnot, all of a sudden it's like, "What do I need to make this experience full-filling?" Right? The metaphor there.

[00:41:18.4] JB: Yeah, exactly. Make it enjoyable for yourself. You can look at it as more exciting than normal. I do when I am going somewhere. Like you are saying, really, really enjoyable, "What do I need for myself?"

[00:41:31.2] AS: Yeah, I always check with people like, "Hey, I'm gluten-free, do I need to bring something?" It doesn't mean that — I am so beyond baking or something, I'll pick something up but knowing that that way if I do feel like something, I have choices because that's another thing when I was struggling with food. It was amazing like if I felt like I had no options, then I would just eat all the bad food and again, it was like, "Oh, I feel deprived." I would have never said this at the time because I didn't have the language for it but it just felt like, "Oh why do I have to care?"

[00:42:04.2] JB: What about for those who really don't have the options? Like they are stuck in a scenario where the office said, "Oh lunch is on us everybody," and it just didn't happen that day where they brought a lunch or had the opportunity to go out and get lunch and it's just pizza? That's it, that's all you got.

[00:42:21.7] AS: Yeah or sandwiches, let's say that.

[00:42:28.4] JB: Well yeah, sandwiches always but that one, I feel like you can navigate a little bit more. I would just take all the meat and the veggies out of it but pizza is a hard one.

[00:42:37.7] AS: Well, exactly. That's what I was going to say with sandwiches that's why I love knowing how your metabolism works because no matter where you are, you just know what kind of protein and fat you need to get in and what kind of carbs.

[00:42:49.3] JB: I'd be that person taking six of those mini sandwiches to take all the meat and vegetables to have a plateful of meat and veggies but yeah, I mean you don't always have that luxury depending on what they're getting.

[00:43:02.1] AS: Yeah, well I think there's a couple of things. First of all, if you know there is going to be a lunch, do the legwork to say, "Hey," like I would say, "Look, I have a gluten allergy. I can either not eat or where are you ordering from, do they have a salad? Or do they have grilled chicken?" There's always a way to work around but again, it requires not just going with the flow. One of my favorite quotes and write this down listeners, is the Swedish proverb that says, "Only dead fish go with the flow."

[00:43:31.0] JB: Oh, I love it.

[00:43:32.6] AS: Right and when you look at the rate of chronic disease in America, really most people are living with sub-par health, don't go with the flow. Do not go with the flow, you have to be the boss and say, "What do I need here?" this is what's so exciting about "being into health right now" is I have clients do that and then the person ordering is like, "Well should we be ordering pizza for everybody?"

It opens up this amazing conversation and so that's what I would suggest and then if they can't do that, yeah I would try to load up on all the protein that's there or just wait to eat until afterwards but make sure that you definitely eat and if it's going to make you feel uncomfortable, the thing is that you have to defuse the tension. If you feel like, "Oh everyone is sitting there thinking why is she not eating pizza" you might just want to say, "I have a dairy allergy," or I have a gluten allergy.

[00:44:29.3] JB: Or, "I really don't want to eat this. This doesn't make me feel good." You don't have to have an allergy. That's something that I've learned overtime because I used to use the

gluten and dairy and all these things as a way to get out of things but personally, I don't have a lot of allergies. I can eat bread and I can eat dairy and for the most part, I do feel okay.

I don't have any kind of major reaction like Ali would but it's okay to be like, "This makes me feel like shit. I don't want to eat this. I don't want pizza for my lunch. I'm going to be tired, I'm going to be in a food coma from this. I'm not going to be able to think. I'm going to feel heavy and greasy and gross."

[00:45:12.2] AS: Yeah, then they're going to be like, "So am I, I'm going to feel that way." Well and also too, before we started the episode Juliet, you talked about to the reverse where people will tend to eat really healthy in public and then binge in private. So talk about that a little bit because there is also the reverse, right? Everyone's different, that's what's so fascinating.

[00:45:34.1] JB: Well, yeah for sure. I have met plenty of people in my life.

[00:45:38.3] AS: I used to be this person too.

[00:45:39.7] JB: I was going to say, including myself, I've definitely have this habits both ways.

[00:45:42.6] AS: I could for sure, I was bi.

[00:45:44.5] JB: Yeah so dependent on my mood and what happened to me during the week which is so true for everybody, depending on what's going on in your life, how your interacting with food and how triggering it is for you but I know plenty of people. I've been there where in front of other people, you have this persona, this image of being good with food and you always order the steamed fish and the vegetables and the sauce on the side and the dressing on the side.

That's your persona and once you start doing that, a lot of times it's like, "I've got to keep up with this. Everybody expects this of me and I expect this of myself," and then you feel this level of, "Okay, I'm in control in the moment." However, such tight control of that and such secret behavior in a way because it leads to binging often times when you're in private.

So what you're eating in private, you would never dare to eat in public because you would be afraid of the shame that you would feel. Really, it's like we talked about, the judgment from people is not really what you think it is but you are scared of that judgment and you're really judging yourself a lot being so hard on yourself.

[00:47:07.0] AS: Yeah as you're saying that, I'm like and this is where it gets tricky. If you eat like that, usually people eat low fat and so they really are genuinely hungry.

[00:47:16.9] JB: Totally, that's the thing. I remember talking to a friend of mine and she'd always says to me, "I went home that night and I ordered a pizza," or I ate a whole bag of dark chocolate covered almonds and I would say to her, "Were you genuinely hungry?" And she's like, "Yeah, I was starving." I'm like, "Because plain vegetables and just a little bit of protein is a snack."

You're not actually giving yourself a full meal where you have a balanced level of macro nutrients that's going to keep you feeling full. You don't have enough fat in the meal to satiate you so of course, you're going to feel like that. It's not anything wrong with you, it's not that there's a will power, it's actually physiological at that point.

[00:47:59.8] AS: Totally and that's what so tricky. I'm running Truce with Food right now and so many people are like, "Oh my God, I thought I was eating right for myself and I can't believe that half of these cravings were just from not eating the right amount of protein, fat and carbs," and I remember one client was like, "I'm so surprised." She's a fast burner and she's like, "Wow, a half of cup of quinoa is actually really satisfying. I thought I needed all these carbs."

[00:48:29.4] JB: I just saw a client this morning who I hadn't seen in six years. She came to take my class this morning and she's post to having two children and she looks phenomenal. She's more buff and fit than she was before having two babies and I didn't say anything to her. I just said, "You look great! I haven't seen you in so long."

She's like, "Yeah, I've been doing CrossFit a few times a week," and I was like, "Oh are you doing a diet with it like Whole 30 or paleo?" She's like, "Actually no. They just focus on the

macro nutrients and balancing out your protein, carbs and fat.” She’s like, “It’s amazing how my body has responded to that getting the right amount of macronutrients.” She’s like, “I have less fat on my body than I’ve ever had before, my cravings are down,” she feels great.

[00:49:19.6] AS: Yeah.

[00:49:19.7] JB: It was nice to see and another gym program focusing on just balance and not like, “Oh we’re paleo, we’re this,” just healthy eating and focusing on making sure that your blood sugar is stabilized.

[00:49:31.0] AS: I know, it’s a game changer. I wish people understood how important it is and I guess, this set me up to plug Curb Your Afternoon Cravings but my Curb Your Afternoon Cravings Program does exactly this and it’s such a foundation. I created it because it is so foundational. You can’t even move onto the social or the emotional stuff until you’re not bouncing off the walls with hunger and fullness and blah, blah, blah.

[00:49:57.4] JB: Yeah, it definitely starts with food which I love that about your approach Ali. We’re not going to go deep into the trauma in your life. Let’s just start with the surface thing here. It’s like, “We need to work on the actual food stuff first.” There is definitely layers to this.

[00:50:14.4] AS: Yeah because if you start with food, your energy comes back, your mood comes back and I very intentionally designed Curb Your Afternoon Cravings, it’s very experimental because it restores people’s agency and every day what my clients say it helps them build trust in themselves again because ultimately, if you struggle with food and weight, you’ve lost a lot of trust in yourself. The only way to gain it back is for you to discover it yourself.

There’s guides for sure but other people telling you what to do, that’s just perpetuating the “I am dependent on someone else who knows how to,” you know? So that’s a long story but I do think we should also touch on alcohol because I never feel pressured by alcohol because to your point, like you said I always say I would rather eat cupcakes and chocolate. It’s much more satisfying for the calories at the time but do you drink? And what do you tell clients who...

[00:51:09.4] JB: Do I drink? No. My relationship with alcohol is weird. I was just talking to a client about this recently and I think maybe I was talking to you about it. Yes, I was talking to you about it. It's like the trauma in my life around alcoholism in my family and supposedly I didn't really know about my grandmother was an alcoholic but I heard a lot from my mom growing up that how hard it was growing up with an alcoholic mother.

So alcohol was always painted very negatively in my household as being something that was just a scary topic and I also watched my dad drink a lot and I associated his drinking with him falling asleep on the table every night because he would really eat a lot and then drink a lot and then that was his way of winding down from the day and relaxing and my dad has sleep apnea so he wasn't getting good quality sleep at night.

When you have sleep apnea, often times you tend to get really sleepy during the day and you can't keep your eyes open. You do that head nod thing. I remember my dad having to pull over on the side of the road all the time when I was a kid to take little mini-catnaps or else he was going to fall asleep while driving. Yes, sleep apnea is really not something to play around with and he never got the mask, he never treated it.

So that's what happens when it's not treated. You're not having any quality of sleep at night. So alcohol was not something that I grew up feeling like, "Oh this is a fun drink." So I never drink a lot. I remember talking to my physical therapist about this. I was telling her that back in the day when I would go to parties in college, I would be that person who would go to the bathroom and I would dump my drink out to make it look like I drank more.

First, to be social then they could fill me up again. I'd be like, "Woo, yeah! Party!" But there was shame with that for me. I felt like I'd never fit in. I had a lot of anxiety with that. It's the same thing with food actually. It could have been food but it was alcohol for me when I was younger. I would try to keep up with everybody and instead of just saying, "No, I don't want to drink," I got to that place eventually but I would just go and throw the drink over my shoulder.

[00:53:26.8] AS: It's so funny you're reminding me. I went to Penn State undergrad which is a huge party school. I swear, kids never have any freedom and they go away and they're like, "Oh

my God, I can drink!” And again, I also have a unique health history that made me a little bit more aware of things and I was struggling with my weight.

I was very adamant and I barely drink and because I am so social, I think people were like — I remember one time my friends and I were all dancing and people were like, “You’re not drunk?” Not because I was dancing crazy or anything. I was not that person but just because I was really comfortable and I love to dance.

[00:54:04.0] JB: Well yeah, people use alcohol to get comfortable.

[00:54:07.2] AS: Yeah.

[00:54:07.7] JB: To relax, to wind down. My dad used it to wind down because it’s a depressant so it does something to your nervous system where a lot of people will use it because it makes them a little less anxious, so then they feel like they have more confidence in a social setting. There’s a lot of reason why alcohol could be useful for people even though it’s not.

[00:54:33.9] AS: Yeah and we’ll have to do a whole other episode about winding down with alcohol or junk food.

[00:54:41.1] JB: Well any food really, right? I was talking to a friend of mine and I’m not by any means here to say like, “I’m the perfect eater and I never struggle with food.” I just don’t have the guilt associated with food that I used to but even just this past week, I had an incident where I had a little too much sugar at night and you could technically say that wasn’t a binge.

It wasn’t like I ate so much food and you would say, “Oh she really binged on that.” But it was the intention behind why that was happening and how I felt about it and that I was using food in that moment not for nourishment. I was using it for something else, for a feeling of security, for a feeling of — like I didn’t know what to do with myself is what I realized.

I think a lot of people have that eating out of boredom thing and I think that for that moment for me, I just had taken this yoga class, I was actually super relaxed, I got home, I had nothing to do and I’m just like, “I’m just going to eat this fruit and have this sugar,” and I was like, “That’s

interesting.” I could have just stayed in my Zen place and been totally content with not having anything to do. But it’s always the intention behind things. You have to ask yourself, “Why am I doing this thing? What am I using this for?”

[00:56:10.3] AS: Yeah, I think a lot of people though can’t answer that. That’s why we have to do a whole unwinding stuff because I think it’s a separate issue but I do think for people with alcohol just to wrap up the episode, one of the things that I recommend to clients is, always have your blood sugar balanced because once you start drinking, it’s going to make you hungrier just by nature of alcohol and blood sugar, etcetera but I really encourage my clients to taper down gradually.

If they are in a social situation, they normally have three drinks. Stop at one and then try to make a connection because often they’ll find that they don’t want the second or third one but it’s automatic what they would say is “mindless” but often, it’s mindless but it’s emotionally driven which are often sides of the same coin. So I don’t think anyone has to give up alcohol especially if they love it, but be aware of what you’re really using it for.

Actually in Truce with Food this week, we uncover what people’s beliefs and stories are and then how they perpetuate those beliefs and then we test them so that the emotional intensity of social anxiety or whatever the issue is, it’s different for everyone, decreases. But one client this week, we’re having her she doesn’t even like to drink and it’s only on social situations. So her test is to like, “Okay, I’m going to go and see if I can actually have a real conversation and not need alcohol.”

It sounds so simple but for her, it’s going to be something new and part of her anxiety is uncertainty and not knowing, right? Like, “What are these people thinking?” So also try the test. You may be surprised that you don’t need alcohol as much as you think you do and see if you have a sober conversation. Do you have nothing to say? Do people run away? I bet not and look for the real data not what you think is happening in people’s heads.

[00:57:59.7] JB: How crazy it would be if we just lived in a sober world?

[00:58:05.0] AS: Oh my God, well how are you defining sober?

[00:58:07.4] JB: I was just thinking of how different it would be. Everybody went to a happy hour and there was no alcohol involved. We just go and show up and talk.

[00:58:15.0] AS: But I think this is why they are having all these kinds of happy hours around dance classes or fitness classes are popping up because I do think there's more people than we realize that don't find the bar scene or don't want that.

[00:58:27.0] JB: Yeah, definitely.

[00:58:28.5] AS: So everyone we hope that this was helpful but really, I think the key thing is realize that often what you think other people are saying is really your own worst side of yourself or the side of yourself that's "wounded" as I call it, that's really projecting what you think other people are. You're not a mind reader. I'm sure you're gifted and lovely but you are not a mind reader.

Consider what is the subtext, "What am I making this mean? What am I making it mean if I don't drink? What am I making it mean if I'm making a healthy choice? And also, this is another whole other episode but I think it's super healthy if you are at a celebration like Christmas or a ritual that you and your friends always do. I think it's really healthy to be able to have one serving of "unhealthy food".

What are you making it mean if you have one serving, do you think you have ruined everything? Look at the subtext and as you start to do that and really understand and aim for connection, genuine connection, I think when you start to do that, the pool of social pressure against what you want for yourself will go down dramatically. It takes time but it can be done. All right so you want to wrap us up Juliet with the Google phone number?

[00:59:42.7] JB: Yes. Okay, so we have a Google phone number and we would love for everybody to call in and you can leave us a message and ask a question. Please just one question at a time. You can call us as much as you want.

[00:59:55.1] AS: Sound off, we know you're insatiable. Tell us what you want to know or what you want to share.

[00:59:59.9] JB: Yeah, if you go to Ali's website, Alishapiro.com/podcast, that's where you'll find the information to go and call the Google number and we thank you guys so much for listening. We've been loving all the feedback we've been getting. It's been incredible. She and I got to spend time together for the first time in a long time in person since we Skype with each other so it was nice to see each other in the flesh last weekend.

[01:00:23.3] AS: Yeah, that's when we ordered the double for \$28 avocado, guacamole. Be warned if you're going to New York. Guacamole is really expensive there.

[01:00:31.2] JB: Watch out insatiable women are here.

[01:00:33.3] AS: People were like, "Was it really good?" I'm like, "I think it was because it had a \$28 halo around it."

[01:00:39.3] JB: Exactly. But don't forget to leave us reviews on iTunes. We really, really appreciate it. It helps us to just get our message out there more and reach people and please share any episodes that you really love and keep the conversation going. If you have anything you want us to do in episode on, that's a great opportunity to call the Google number and just say, "Hey, can you do an episode on this?" So please do so.

[01:01:02.1] AS: Yeah, thanks for listening.

[01:01:03.6] JB: Thank you everybody.

[FINAL MESSAGE]

[01:01:05.5] JB: Thank you so much for listening to the Insatiable Podcast. We hope you enjoy today's episode. You can connect with us on social media. Follow me on Twitter and Instagram @julietunite and Ali @alimshapiro, M stand for Marie. Please feel free to also e-mail us any

questions. We would love to hear from all of our listeners. You can reach us on ali@alishapiro.com and juliet@unitefitness.com. We'll see you next time.

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