




**WHY DIETING MAKES YOU  
HIDE GIRL SCOUT COOKIES  
IN YOUR UNDERWEAR  
DRAWER**

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A photograph of an open cardboard box containing Girl Scout cookies. The box is lined with brown paper. A pink fabric with a leopard print pattern is draped over the left side of the box. A crumpled clear plastic bag is visible at the top of the box. In the background, several boxes of Girl Scout cookies are visible, with one box clearly showing the text "Girl Scout Cookies" and "Thin Mints".

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## An Ode to Girl Scout Cookies\*

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- So wholesome and girl-empowering.
- So supportive of a well-respected institution.
- So delicious.

You are tempted to have a couple of cookies. After all, your weight loss plan permits you to have treats as long as you keep it under control.

But in your experience, “treats” and “control” do not belong in the same sentence.

## An Ode to Girl Scout Cookies – Remix

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- So irresistible.
- So beyond irresistible that the six boxes of Thin Mints stashed in the freezer call to you as you eat your healthy salad. All six boxes sing in harmony.
- So freakin’ evil that all 12 flavors taunt you as you drive past the cookie sales table in front of the grocery store on a Saturday morning.
- So unbelievably destructive to your plans to lose weight once and for all.

Two cookies are allowed on your eating plan - yay! But two turns into five, and then eight, and then a whole row of the package. And let’s be realistic – the entire box doesn’t stand a chance to make it through the day.

***WHAT STARTS OUT AS A DAY  
FULL OF HOPE FOR  
INCREASED HEALTH AND  
DECREASED SIZE CRASHES  
AND BURNS.***

You feel like you failed. Like you have no willpower.

You believe you will always have to wear elastic-waist stretch pants, because you will never be small enough (read: deserving enough) to wear great clothes.

*\* You can imagine any food you have a love-hate relationship with, i.e., food you avoid because you worry you will eat too much of it.*

You believe you will never be thin enough to be happy...  
or valued.

All because you let your guard down around Girl Scout Cookies.

In fact, it seems that the harder you try, the more epically  
you fail.

So you throw your eating plan out the window. You already blew it, so never mind.  
You'll start again tomorrow.

Better yet, you'll start again Monday. Because Monday brings a fresh start.

How many fresh starts have you planned? Be honest...

If the number you came up with is startling, don't fret.

*THIS GUIDE IS ALL ABOUT GIVING YOU SOME TIPS TO START  
THINKING IN A BRAND NEW WAY ABOUT FOOD AND WEIGHT.*



# What If Everything You Know About Losing Weight Is Wrong?

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Weight loss plans/diets work short-term, but make things worse over time.

This means you have actually dieted your way *up* to your current weight. Or you are white-knuckling it to maintain your current weight.

I will make a guess that when you look at an old picture of yourself, you wish could look like that again. (Even though at the time, you thought you were fat.)

Unfortunately, each time you try a new weight loss plan, or go back to one that seemed to work for you in the past, things get worse.

**Here's a prediction:** In five years, when you look back at pictures of yourself taken today, you will wish you looked like you do right now.

Whoa! You might want to sit with that for a minute or two to process.

How many more cycles of weight loss and gains are you willing to put yourself through? How many more cycles of self-esteem gain and loss as well?

**NOT-SO-FUN FACT:**  
*THE MORE TIMES PEOPLE GO ON A WEIGHT LOSS PLAN, THE HEAVIER THEY ARE.*

**The good news is that you can work with your body, not against it. It is a peaceful and joyful way to be around food – and it totally rocks.**



# TRUTH #1

## Your body is acting just like it's supposed to.

You know about calories in vs. calories out. Cutting 500 calories a day to lose a pound a week, or an easy-peasy 100 calories a day for ten pounds in a year.

And yet your expected results don't materialize, or don't last very long.

Your body seems to have a mind of its own – because essentially, it does.

Believe it or not, fat is your friend. A million and one *Us Weekly* covers, maple syrup cleanses, and Facebook friends hawking weight loss products claim otherwise.

But... your fabulous, amazing body is a finely tuned work of art. It is designed to protect you through tough times when finding food is almost impossible. Complex mechanisms ensure you have enough energy to maintain a consistent weight range. Even when you don't eat much (AKA go on a diet).

Round tummies and hips kept us alive in the past. Our ancestors were able to survive tough times precisely because they had an ability to store body fat. That trait, the thrifty gene, got passed down to us.

But our current culture decided this is terrible.

We started interfering with our body's intricate survival mechanisms.

*THANK YOU, 50-TIMES-GREAT-GRANDMA. YOUR LEGACY OF BABY-BIRTHIN' HIPS ENSURES I WILL HAVE A GOOD SHOT AT SURVIVING A ZOMBIE APOCALYPSE.*

When you go on a diet, your body thinks the crops have failed. Your warrior body pulls out all the stops for survival:

1. It slows your metabolism.
2. It makes you feel extra hungry.
3. It makes foods you'd normally pass over seem appealing. You'd eat anything!
4. You crave foods high in fat (lots of energy) and sugar (quick energy).

Even though you are trying to be good you end up regaining weight and feeling out of control around food. You find yourself with cravings. Maybe even bingeing.

**And hiding Girl Scout Cookies in your underwear drawer.**

Just remember this: You are not failing – your weight loss plan is.



## TRUTH #2

### Honor your hunger, and some problems go bye-bye.

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Any outside rules about what, when, and how much to eat equals a diet. Bottom line, looking outside of yourself for how to eat teaches you to distrust your body.

It might look like this:

*You are used to tuning out your body's subtle cues that it needs nourishment. So much so that you don't even realize you're hungry until you are ravenous.*

*If you haven't developed a migraine headache already, you attack the pantry. Who knew chocolate chips mixed with Doritos could taste so good? Actually, they don't taste good. But you don't even care because you are inhaling it so fast.*

*Would coconut flakes be a good addition? What about some ice cream? Wait – ice cream requires that you walk to the freezer.*

*So coconut it is. And some more Doritos.*

*And... What the hell,\* you already blew it, so it's worth the walk across the kitchen to make friends with Ben and Jerry.*

*These are the friends your mother warned you about. You have no willpower to stop Ben and Jerry's influence.*

*You're physically uncomfortable from stuffing yourself.*

*You're emotionally uncomfortable because you're out of control.*

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\* "What the hell" is a phrase actually used in academic literature about eating behavior.



This really has nothing to do with willpower. It's just your body telling you that since you didn't nourish it when it asked politely, it now has to yell. That's all.

Your body wants you to know that it doesn't like to yell, but it will if it has to. If you would just listen the first time, you guys would get along so much better.

It's like when you had to "explain" to your boyfriend how he forgot your birthday.

How cool is it that those overeating episodes don't mean you are a weak person?

And so there's no need to feel guilty, either.

Here's one way to listen to your body, by using the Hunger Scale.

The words you would use might be different than what's here. That's okay. This is just a guide for you.

Stop for a moment right now and notice where you are on the scale. 3? 9? Wherever you are, just pay attention to what it feels like.

You can use this scale throughout the day to see how in touch you are with your body's cues. Do you wait until you're at 2 to eat? What does that feel like? Are you eating past the point of 7? Notice what that feels like.

There is no right or wrong here. It's all information. It might take some practice to tell where you are on the scale at any given time.

## HUNGER SCALE

- 1 – Depleted. Empty. Maybe a headache.
- 2 – Ravenous. Irritable. Shaky.
- 3 – Stomach feels empty, but feel okay.
- 4 – Slight hunger. Decreased energy.
- 5 – Comfortable. Neutral.
- 6 – Satisfied.
- 7 – Feel full. A little heavy in stomach.
- 8 – Feel overfull and heavy in body.
- 9 – Uncomfortable. Stuffed. Bloating.
- 10 – Hurts. Feel sick.



## TRUTH #3

**Judging food as “good” or “bad” gives it power over you.**

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You know those headlines that say things like, “Eat this, not that?”

They are contributing to the problem.

It’s entirely true that some food has more nutrition than others. But more often than not, “eat this, not that” means focusing on fat or calories.

Good intentions can have unintended outcomes.

Then we end up with an internal list of “good” foods vs. “bad” foods. Or “green light” foods vs. “red light” foods. By extension, when you eat a “bad” food, you feel bad about yourself.

Categorizing foods into allowed/forbidden, good/bad, etc. gives them power over you. It feeds into that “what the hell” phenomenon.

It turns into an all-or-nothing rumpus. When you eat a “red light” food like ice cream, you tell yourself, “What the hell,” and keep right on eating.

No wonder it feels like you’re addicted to sugar.

## You are actually creating your own trigger foods – those foods you feel powerless around.

It might look like this:

*After a lovely dinner with friends at a favorite restaurant, the waiter strolls over with dessert menus.*

*Chocolate cake sounds divine. You don't want to mess up your virtuous dinner of salmon and salad, though, so you just order coffee.*

*All your friends compliment you on how good you are. You smile ever so slightly, feeling great about being in control.*

*On the way home, you swing by the grocery store.*

*And that's where things go bad.*

*It involves processed snack cakes.*

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What the hell happened?

When you eat “around” what you really want, you only to end up eating even more of the food you were trying to avoid.

Except instead of reveling in a beautiful slice of chocolate cake while gathered with friends, you end up scarfing down boxes of Ding Dongs at midnight – alone – standing over the kitchen sink.

It's not very dignified.

What's awesome is that beliefs, attitudes, and behavior can change.

Here's an exercise to demonstrate the power of our mindset around food.

## KISS THIS!

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### Round 1

Hold a Hershey's Kiss. As you unwrap it, tell yourself, "I shouldn't eat this. It's total junk. It will go straight to my hips. If I eat this right now, I will end up eating candy and chips all day long. I have no willpower."

Now eat the candy.

### Round 2

Hold another Hershey's Kiss. Use your senses to look at the detail of the foil wrapper. Smell the sweetness. Feel the tug of the little paper handle as you begin to unwrap it. Listen to the crinkle of foil.

As you unwrap the kiss, tell yourself, "This will be so delicious. This will hit the spot. It will be just enough." Imagine the creamy chocolate melting on your tongue.

Now eat the candy.

### Debrief

What did you notice about the two experiences? Did the chocolate taste different each time? Was one more satisfying? What did you notice about the emotions you felt in each round? About your feelings towards yourself?



## TRUTH #4

# You need support.

You might be thinking all this new information is great – but it will be too hard to do.

Being at peace with food is a simple concept, really. So simple that little tiny kids eat this way naturally.

But simple doesn't always mean easy.

It would be fantastic to tell you it is easy, but I live in the same 24/7 you-need-this-weight-loss-plan-or-product-to-be-a-worthwhile-person world as you. Getting out of that mindset is like swimming upstream.

So it can be really beneficial to have someone guide you through the process. I would be honored to help. Why me?

I'm not too proud to say that when I was a teenager I used to do crazy crash diets. (I'm talking about you, Banana-Hot Dog-Grapefruit Diet). I would wrap my hips and thighs in Saran Wrap to lose inches. This was going to be my ticket to a great life.

Mostly, I just got bad headaches and stomach pain.

It sounds kind of pathetic. Or resourceful – because wrapping you up in Saran Wrap is basically what a lot of expensive spa treatments do. This I know because I worked in the spa industry for over a decade, wrapping people up in plastic.



In the spa world, I was unnerved by how many adult women had the same idea that I had as a teenager – that losing inches would magically make life fantastic. So I trained to be a psychotherapist, with a special interest in eating disorders.

But what I am most passionate about is helping normal, everyday women stop freaking out about food and their bodies.

Imagine what you will accomplish in your life when you free up the psychic space taken by worry about eating and weight.

Because yo-yos are toys, not a way to live. Get in touch, and let's get going!



Cake Is Magical *Wellness*  
Respect your body. Love your food. Adore your life.



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