

The Eating Psychology Breakthrough



WRITTEN BY MARC DAVID
– FOUNDER



The Eating Psychology Breakthrough

BREAKTHROUGH

Is there something that you know would make a big difference for your health, your weight or your relationship with food - something that you're just not doing?

Are you one of those people who has done everything you've been told to do, and you're still not getting the results you want?

Or have you ever imagined the kind of life where you have freedom with food and you're in love with your body - *but you just don't know how to get there?*

The good news is **Eating Psychology** can help you figure out the answers.

We live in a time when we're overloaded with so many **contradictory messages** from the media, the online universe, and a long list of experts who tell us that we should be okay if we eat a certain way, exercise enough, or have self control.

So many people are drowning in **nutritional confusion**. What's more, we're often given the message that if we don't have the perfect weight, if we don't eat the perfect diet, and if we don't have boundless energy and health - then clearly we're doing something wrong.

Ouch...

DESPITE A \$500 BILLION GLOBAL DIET INDUSTRY, THE WORLD IS STILL GAINING WEIGHT AND WE CLEARLY HAVE AN EPIDEMIC OF DISORDERED EATING. CONSIDER THE NUMBERS:



AN ESTIMATED

108 million

AMERICANS ARE
ON A DIET



NEARLY 70%

OF AMERICAN ADULTS ARE
CLASSIFIED AS EITHER
OVERWEIGHT OR OBESE

98%

OF THOSE WHO
DIET GAIN BACK
THE WEIGHT
THEY LOSE IN A
YEAR

AN UNBELIEVEABLE

67%

OF THE US
POPULATION
WILL HAVE
DIABETES

WITHIN ABOUT A DECADE

APPROXIMATELY

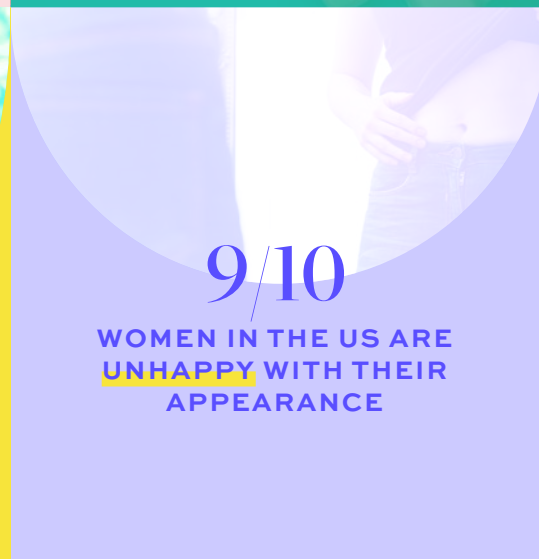
75%

OF ALL DISEASES
COULD BE
PREVENTED WITH
BETTER NUTRITION



9/10

WOMEN IN THE US ARE
UNHAPPY WITH THEIR
APPEARANCE



81%

OF 10 YEAR
OLD GIRLS
EXPERIENCE
A FEAR OF
BEING FAT

ADOLESCENT GIRLS ARE

more afraid

OF GAINING WEIGHT
THAN GETTING CANCER,
LOSING THEIR PARENTS
OR NUCLEAR WAR



2/5

WOMEN WOULD
GIVE UP 3-5
YEARS OF
THEIR LIFE IN
EXCHANGE FOR
WEIGHT LOSS

AN UNBELIEVEABLE



50%

OF GIRLS AGED 3-6 ARE
ALREADY CONCERNED
ABOUT THEIR WEIGHT

NEARLY



97%

OF WOMEN CONFESS THEY
HAVE AT LEAST ONE "I HATE
MY BODY MOMENT" EACH DAY



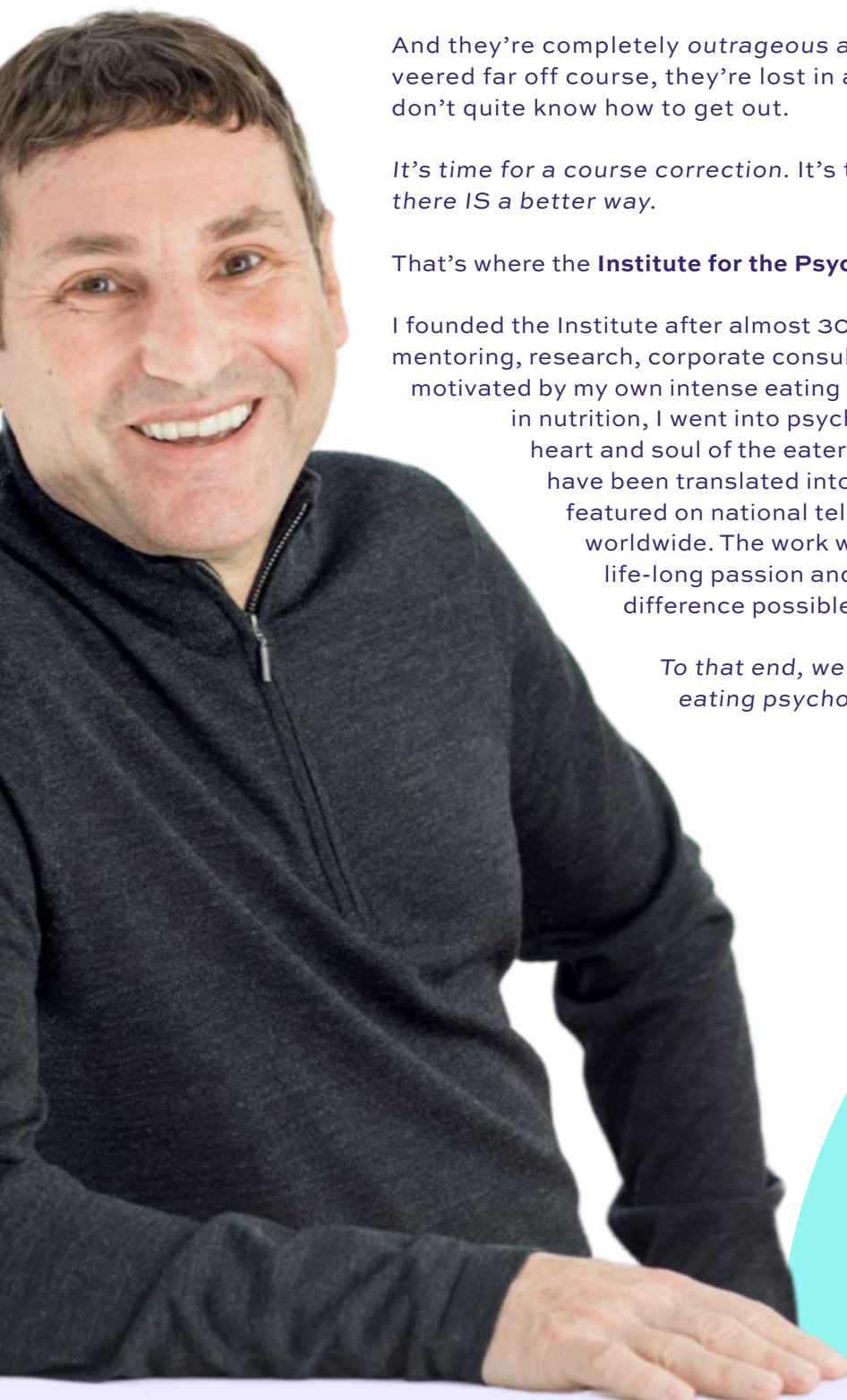
74%

OF AMERICANS REPORT
THAT THEY LIVE WITH
ONGOING DIGESTIVE
DISCOMFORT





These statistics are **STUNNING.**



And they're completely *outrageous and unacceptable*. So many people have veered far off course, they're lost in a maze of pain and confusion, and they don't quite know how to get out.

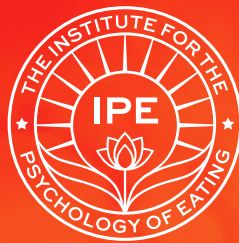
It's time for a course correction. It's time for new way. And the good news is, there IS a better way.

That's where the **Institute for the Psychology of Eating** comes in.

I founded the Institute after almost 30 years of clinical practice, teaching, mentoring, research, corporate consulting, and more. From an early age, I was motivated by my own intense eating and health challenges. After a long career in nutrition, I went into psychology to truly understand the mind, heart and soul of the eater. I've written 2 bestselling books that have been translated into 10 languages, and my work has been featured on national television, radio, and numerous magazines worldwide. The work we teach at the Institute is the result of my life-long passion and my obsession with making the biggest difference possible in our eating and health challenges.

To that end, we focus on a highly unique combination of eating psychology AND nutrition.

Allow
me to
explain:



Dynamic Eating Psychology

Dynamic Eating Psychology



After decades of professional practice and research, I originated the field of Dynamic Eating Psychology.

Think of it as “an eating psychology for everyone.”

It’s a **positive and transformational approach** to our relationship with food that sees every challenge we face with eating as a wonderful opportunity to grow.

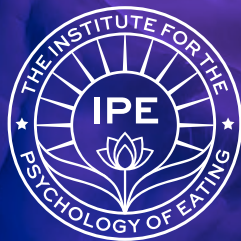
It’s a system of maps, tools, skills and protocols that are designed to help you understand your food story and finally break free from unwanted eating concerns.

It’s not about clinical eating disorders per se - though it’s useful for those who struggle in this way. Rather, it’s for those of us who have concerns around **weight, body image, overeating, emotional eating, binge eating, endless dieting, digestion, fatigue, mood** and more.



“Sometimes,
we need to lose
the need to lose
weight...”

- **MARC DAVID**



Mind Body Nutrition



Mind Body Nutrition



At the Institute, we combine this transformative system with a unique approach called Mind Body Nutrition.

It's the study of how digestion, assimilation, calorie burning and all the nutritive functions of the body are impacted by mind, emotions and lifestyle. It's the **psychophysiology** of how thoughts, feelings, beliefs, stress, relaxation, pleasure, awareness and more directly influence **how we metabolize a meal**.

It shows us how what we eat is only half the story of good nutrition.

The other half of the story is who we are as eaters.

We're all biochemically unique and our physiology is profoundly impacted by our mind and emotions, and there's a **fascinating science** behind it all.

So if you're doing everything you've been told to do, and still not getting the results you want, *Dynamic Eating Psychology & Mind Body Nutrition* can help you figure out why.

They can help you figure out why you don't do what you know you "should" and why some approaches that work for others don't work for you.

SO, LET'S DIVE IN AND LOOK AT 7 OF THE BREAKTHROUGH PRINCIPLES FROM THIS CUTTING EDGE BODY OF WORK:



EACH ONE OF US HAS A UNIQUE RELATIONSHIP WITH FOOD AND BODY THAT NEEDS TO BE HONORED, RESPECTED, AND NURTURED

What this means is that eating psychology and nutrition are NOT a one-size-fits-all affair. Each of us must be seen for how our **own unique metabolism**, lifestyle, personality, and more synergize together to create a one-of-a-kind relationship with food that needs to be addressed on its own terms. In other words, there is **NOT** “ONE RIGHT WAY” to lose weight, stop overeating, or transform unwanted eating habits.

There are as many effective strategies as there are people who need them.

Doesn't it make sense that a 50-year-old menopausal woman living in a cold weather climate needs a different nutritional approach than a 22-year-old male athlete in the tropics?

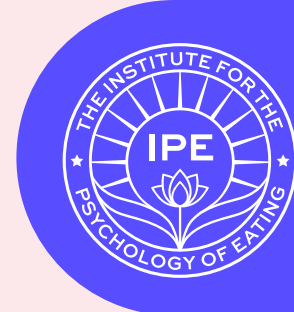
We often get stuck when it comes to weight. We get stuck in unwanted eating habits because we keep using the **same old strategies** that supposedly work for

everyone, but that never acknowledge our own unique life journey.

So many experts promote dietary approaches that surely work for the expert who created it - but those experts make the mistake of **reading their own body's experience and translating it onto yours.**

Here at the Institute, we see each person as **biologically and emotionally unique.** When we begin with your individual metabolism, this creates a foundation for strategies that are truly effective and results driven.





FOOD IS A DOORWAY

What this means is that we have all kinds of challenges with food and body that aren't quite what we think they are. When we truly look at what's going on with our eating, it generally takes us somewhere else.

Our relationship with food is a beautiful doorway that's asking us to walk through. That doorway invariably **takes us deeper within ourselves to a place that's calling for our attention.** Our task is to be courageous enough to enter into this unknown place, and be a willing explorer of our own depth and complexity.

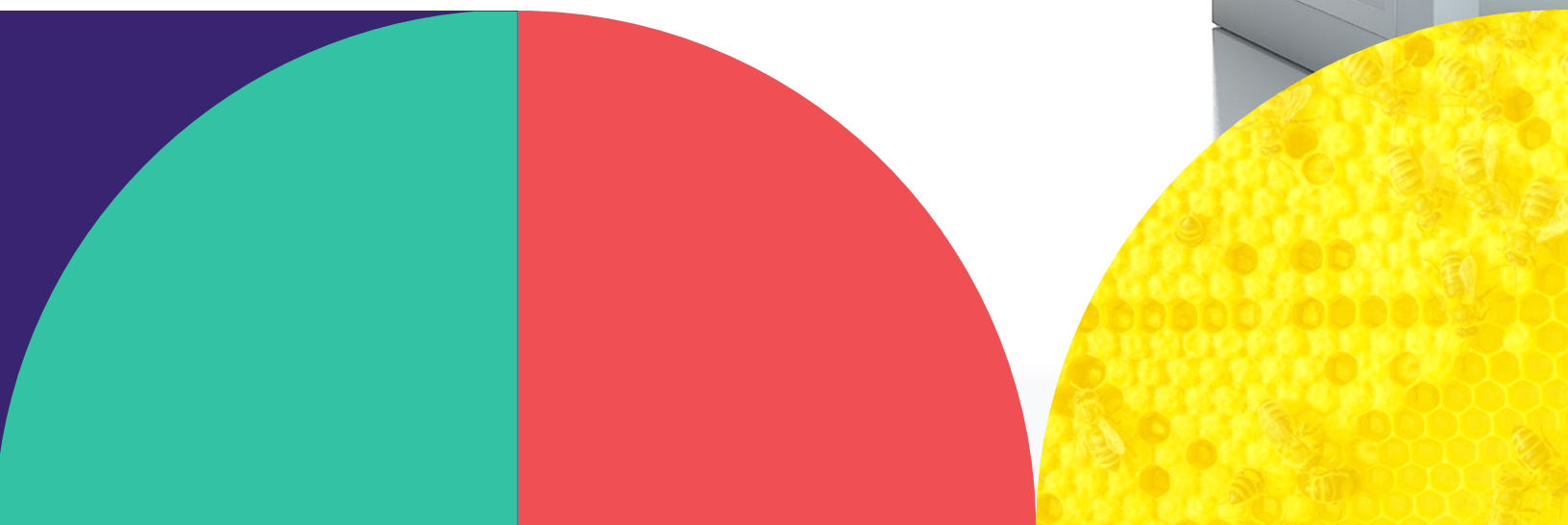
Let's look at **overeating** for example. Most people are taught that overeating is merely a willpower problem. But when we walk through the doorway called overeating, we discover something new.

We find that we might be overeating because of work stress, relationship challenges, family issues, past hurts, feeling lonely, or even because we feel really GOOD, but for some reason we're compelled to sabotage ourselves. Others might overeat because they're deficient in a macronutrient - either protein, carbohydrate or fat. Still others might be overeating because they're over-dieting and are literally starving for nutrition.

And the list of possibilities goes on.

So the good news is, when we see food as a doorway, **we are able to access the true causes of an eating concern.**

And we open the way to **finally resolving** whatever eating challenge we are facing.





OUR RELATIONSHIP WITH FOOD & BODY IS A GREAT TEACHER

Once we walk through the doorway, we're essentially in a kind of classroom. And the wisdom of Life is asking us to learn about ourselves. The body is here to teach us. There are so many lessons we can learn, and the learning in life never stops.

Dynamic Eating Psychology understands that it's NOT about solving all of our eating challenges

and having the perfect body and perfect weight and we then we live happily ever after.

Life is an ongoing series of lessons, and the relationship we have with our body is truly a great teacher. The problem is, far too many of us consider food, body fat, or any eating issue - as the ENEMY. So we attack, fight, limit, restrict, and we try to beat our body into submission.

HINT

THIS STRATEGY NEVER WORKS. UNTIL WE LEARN OUR LESSONS, THEY'LL JUST KEEP SHOWING UP.

So when we dive further into weight, for example, we discover that there are so many things weight can be asking us to learn. Weight might be asking us to look at our poor quality diet. It might be pointing us in the direction of looking at food allergies. Weight can be teaching us about self love and self acceptance. It could be pointing to unprocessed trauma or emotions that can profoundly impact weight. Weight might be asking us to be more humble and forgiving of ourselves. It might be asking us to let go of our perfectionism. Or it might be asking us to better learn how to manage stress, as stress chemistry can lock in excess weight.

And the list goes on.

The challenges we face with food can linger forever - or until we're ready to graduate.

We simply need to be good students, and respect our teacher.

At the Institute for the Psychology of Eating, our approach is all about deciphering the specific lessons that food and body are here to teach us, and learning those lessons well. From this place, magic happens.



EVERY UNWANTED HEALTH OR EATING CONCERN HAS AN UNSEEN WISDOM AND BRILLANCE

Every challenge we face with food and body has a wisdom to it that's rooted somewhere in biology, genetics, neurochemistry or psychology, or a combination of these.

In other words, our eating concerns actually make perfect sense.

They exist for a reason. Once we identify the brilliant reason behind our challenge, we can relax, let go of self judgment, and identify **the right strategy for healing**.

For example, many people with the digestive challenge called **heartburn** find themselves on medication to manage this condition, and it never truly goes away. Heartburn, or gastroesophageal reflux, occurs when the oneway doorway between your food pipe and your stomach malfunctions and lets the contents of your stomach move upwards.

It's very discomforting and painful. But when we look for the unseen brilliance of this challenge, here's what we learn: a majority of people with heartburn are simply **eating too fast**, or eating in a **physiologic stress response**.

In a stress response, digestion goes into some degree of shutdown because the body wants all its energy routed into survival. That's how we're designed. So it **makes perfect sense** that digestion would go into shutdown - and the symptom called heartburn is simply alerting us that we're carrying stress in ways that don't work for us, and it's asking us to make an adjustment.

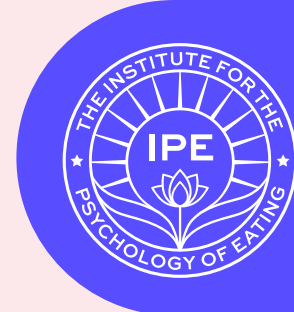
So on an even deeper level, heartburn might be asking us to slow down in life, pay more

attention to our world, and smell the roses a little more.

Still others experience heartburn because they're eating **poor quality food**, or they're simply eating **too much food** - and again, our physiology is literally rejecting that food by trying to push it back out of the body.

As you can see, a single symptom could have a variety of possible origins. So **our eating issues or health challenges are asking us to listen to them**, to decipher them, to be a willing explorer of our own metabolism, and to make course corrections in who we are and how we eat.





IF YOU HAVE A CHALLENGING RELATIONSHIP WITH FOOD OR BODY, THEN YOU'RE INDEED HERE TO HEAL IT

There's no escaping the wisdom of our eating challenges. There are NO short cuts. Try as we might, there's no way to sweep under the rug the soul's imperative to grow, evolve and heal.

If you have a challenging relationship with food, weight, or body image, then you're here to heal it, plain and simple. **Our life has a bigger purpose** and a higher calling. We can avoid all we like, but life will always insist that we wake up, get more conscious, and do the kind of healing that's before us.

This isn't always easy work – which is why so many people look for quick fix methods that promise fast results that last forever.

Of course, if such false promises had any truth to them, none of us would be dealing with food and body challenges and we wouldn't be in this conversation. Life can be hard, **yet within every challenge we face lies a roadmap for our way through.**

When we relax into life as a healing journey, it's easier to NOT take our food or weight challenges so personally. Our relationship with food and body is often asking us to go deeper, and to **ask more meaningful questions.**

So, for example, when we look at a concern like body image, it's fascinating how so many people are living in a body that they've decided is unacceptable, and that they believe must be changed to look and weigh differently so they can finally love themselves.

But people can literally go through a lifetime of body hate, dieting, unwanted exercise, and self

imposed misery - and still never get where they want to go.

So if you've turned against your own body by not loving it - then you're here to heal that.

This doesn't mean forcing and pushing the body to change so we can love it. It means that we learn to love the body as it is, and if we truly wish to make it look different, then we learn to LOVE the body into change rather than HATING it into change.

Can you see the difference?

Dynamic Eating Psychology is clearly focused on helping people with their eating and weight goals. But it considers our **higher purpose** in life to be of primary importance. It looks to support us in the fulfilling our potential, expressing our most creative self, and being the person we're meant to be.

From there, our food and body goals can more easily fall into place.





PERSONAL POWER = METABOLIC POWER

This is one of the key principles in our work. It's a magic formula. And what it means is that the more we become personally empowered, the more we can reach our metabolic potential.

*Another way of saying this is that as **WE** become the person we're meant to be, as we grow in character, as we express our greatest talents and gifts, the body then has the best probability to become the greatest version of what **IT'S** meant to be.*

So when we focus on personal development AND at the same time work on our nutrition and eating concerns, **true change is accelerated in a big way.** This is simply an affirmation of how mind and body are truly connected, and how we can no longer avoid work on self when it comes to our food and body concerns.

For example, many people are intensely focused on their overeating or binge eating or emotional eating, and they try to stop these behaviors by controlling them with willpower or dieting.

And they invariably fail.

That's because we are often much more focused on what goes INTO our mouths- food- than on what comes OUT of our mouths - how we express ourselves in the world.

In other words, for many people, when we start to transform how we communicate, when we begin to **speak the truth**, be more real, **more authentic**, more daring - our eating challenges begin to heal.

Our appetite naturally regulates because we don't need food to medicate our discomfort away. Our energy level can increase, our mood lightens, and our digestion can improve simply because it isn't being limited by the stress created by body hate.

Personal Power equals Metabolic Power. We have increased the health of the body by working on self. This is a whole new approach to our food and body concerns, and it's powerfully effective.





FOOD IS A PROFOUND SYMBOLIC SUBSTITUTE

A “symbolic substitute” is a term that describes a fascinating psychological phenomenon: When the human psyche cannot get what it wants, it automatically and instinctively reaches for the *closest approximation*.

So, **when we can’t find the love we want**, it’s easy to reach for food. When we don’t have the intimacy we desire, it’s natural to eat. When we’re living a life where we don’t have the kind of fulfillment we’re searching for, once again, it’s quick and easy to turn to food.

That’s because to the symbolic mind, food IS love.

So on one level, **it makes perfect sense to see food as love.**

Food provides us with a readily available way to feel good in any difficult moment. And every human being has, encoded deep within their DNA, the memory that food really is love.

The mind is metaphoric in nature. When you were an infant and you were being held, loved, and fed, such memories live on as one experience. Meaning, to the undeveloped infant nervous system, *food is touch, touch is food, food is love, mother is love, mother is food* - it’s all lumped together as one.

So again, it makes perfect sense to **reach for food when we don’t have the intimacy we want** in life. Of course, over time, this can become problematic, and we can find ourselves relying on food for something that it cannot give us in the long run. But rather than punishing ourselves or our clients for this kind of behavior, Dynamic Eating Psychology looks to **acknowledge the wisdom behind it without blame or judgment.**

With this approach, transforming our eating challenges becomes a more gentle and effective process, and we can begin to shift our focus to focus to where the action truly is.



About Marc

GREETINGS, FRIENDS! I'M MARC DAVID, M.A.



I'm the Founder and Primary Teacher of the Institute for the Psychology of Eating and the field of Eating Psychology. I've written two best-selling books, *Nourishing Wisdom* and *The Slow Down Diet*, which have been translated into more than a dozen languages, and my work has been featured on national television, radio, and numerous magazines worldwide.

After struggling with intense eating and health challenges from a young age, I discovered a passion for the psychology and biology that underpins each of our relationships with food. Since then, I have spent more than 40 years shaping an inclusive, revolutionary approach to food, body, and nutrition.

Today, IPE remains the only Institute in the world devoted to teaching the principles of Eating Psychology and Mind Body Nutrition and attracts students from more than 100 countries each year. The Institute's many thousands of graduates have used their world-class education in these revolutionary disciplines to transform the lives of countless people around the globe struggling with food and body challenges, and we're just getting started.

The work we teach at the Institute is the result of my lifelong passion for transforming our eating and health challenges into triumphs.

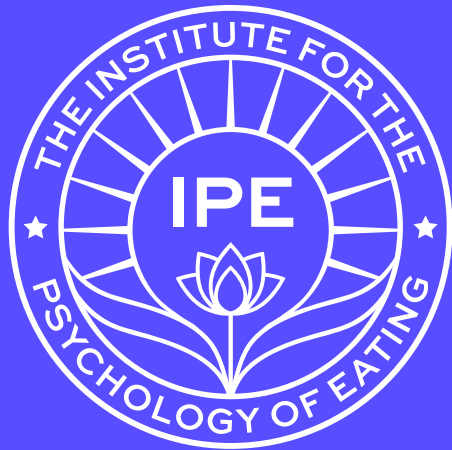
WANT TO DIVE deeper?

The Psychology of Eating Podcast is all about real people and real breakthroughs. Here, you'll find inspiring breakthrough conversations and stories from guests who have transformed their relationships with food.



READY FOR A BREAKTHROUGH OF your own?

Join our 10-week online program, *The Emotional Eating Breakthrough!* Practical and heartfelt, our powerful approach gets to the root cause of why we emotionally eat, and provides the tools and skills you need to finally find peace and freedom with food.



Some Closing Thoughts

So hopefully you're beginning to see the possibilities with this whole new understanding of food, body and health.

It's no longer necessary to fight ourselves, to judge our eating challenges, or to attack our own body with unkind words and thoughts.

Our relationship with food is here to teach us.

Our food and body concerns are here to make us better people, and to help us step into our best self.

We simply need to do the work, to dive deeper, and to love and nourish ourselves into change, rather than punish ourselves into change.

We all deserve to have an empowered relationship with food and body.

And we all deserve to have the kind of metabolism that makes life worth living.

In our next ebook, we'll dive deeper into key metabolic principles from the perspective of Mind Body Nutrition.