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Experiment #1 – Experience cravings

This is the most important experiment. It will enlighten you on how sensitive you are to white carbohydrates. It will allow you to apply the Rule #1 and Rule #2 of the CogniDiet® Sugar Control Plan. I want you to feel for yourself what happens when you start the day with different breakfasts.

- **Day 1:** Have a high sugar breakfast. Start with one or two slices of white bread, bagel or croissant or muffin, with jam or honey, plus a fruit or a fruit juice (freshly squeezed or from a bottle). You could replace the toast with cereals and milk.
- **Day 2:** Have a source of protein such as an egg or two, or a slice of ham, tofu, or cheese with a slice of bread. You can add a fruit (no juices). Or have a cup of 1 to 2% fat yogurt (no sugar nor fruits added) with a real fruit, like berries.
- **Day 3:** Try a slow release good carbohydrate such as a half cup of cooked oatmeal with 1 to 2% fat dairy source (or other liquid such as water or almond milk). You can add an egg or a protein source. You could also try a half cup of breakfast chili, mixing beans/lentils with a protein.

Notice your energy, brain power and sugar cravings within the next hours. How long can you go without a need for more food? And what type of food?

The Day 1 breakfast is very high in fast releasing sugars. The other breakfasts are combining fat and protein, and slow release carbohydrates.

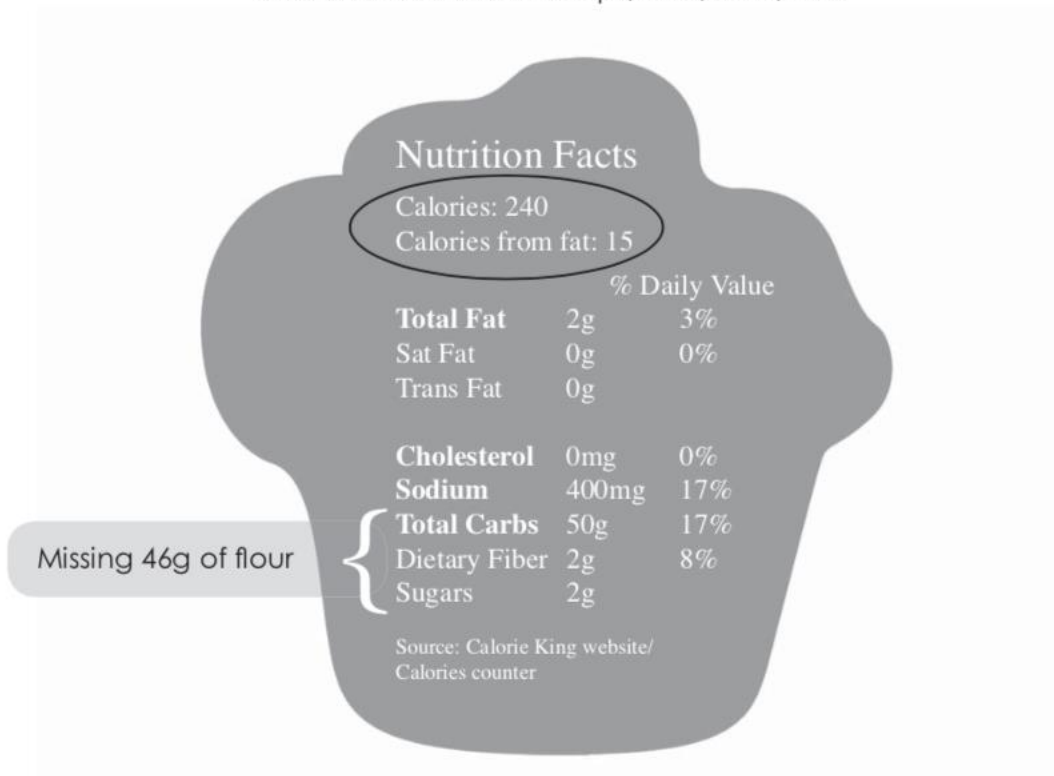
Experiment #2 – Become a label sleuth

Go to the grocery store or shop in your kitchen, and look at labels. Select cereals, ice creams, cookies, tomato sauce, frozen dinners, breads, breads, and yes dressings!

How many carbohydrates do you see on the label?

- What is a real serving? The calories announced are only per serving.
- Is there added sugar? Look at the list of ingredients. Some foods contain natural sugar, like lactose in milk or dairy, but they may also have extra sugar added.
- Do you see the difference between carbohydrates, sugar and fiber? It does not add up. Look at the label information below. I remember a client telling me she was a good girl because she bought a no sugar added muffin. She forgot to count flour as a source of glucose.

One 4 oz. muffin – Plain
No added chocolate chips, nuts, fruits, etc.



Experiment #3 – Know how many carbohydrates you eat

Assess how many carbohydrates you ate yesterday, or on a typical day, using the table below. Use one of the apps we recommend later in this chapter. Then for fun transform the grams (except non-starchy vegetables) in mountains of sugar.

To simplify the game, imagine that 4g of carbs = 4 grams of sugar = 1 teaspoon of sugar. Remember to count Net Carbs.

Meal – include alcohol and sugary drinks	Net Grams of Carbohydrates
Breakfast	
Lunch	
Dinner	
Snacks	
TOTAL teaspoons of sugar	Except for non-starchy vegetables, transform all carbohydrates in mountains of sugar.

What are your insights? Do you realize how quickly it accumulates? How much of these carbohydrates are really fresh vegetables? You should be eating at least 5 to 7 cups a day (cooked or uncooked). YES, you should!

Experiment #4 – Eliminate certain foods

Write a plan of action for SUGAR elimination. What are the foods you can eliminate or decide to substitute healthier options with?

- What is in your cabinets at home? Get rid of what you do not want anymore
- Create a stash of healthy snacks at your desk, at the office or where you know you are most vulnerable and most likely to go to the “vending machine”
- Make it a priority to find new healthier snacks that will replace older, more sugary or processed snacks

Go without any sugar, including fruits, for one day. Try to stick to vegetables and limited slow release carbohydrates such as oatmeal for breakfast. This is one step further than the breakfast experiment. Write down your craving level, feelings, emotions, energy level and mood. If you can try to continue for a few more days and again, write down how you feel. See how you transform.

Experiment #5 – Create your list of benefits being sugar-free

Create the list of all your personal benefits for eliminating sugar—this is the cognitive behavioral aspect of this program. The previous experiments should help you find out more about how you feel. Please write full sentences in your diary. And always start with the word “I.” Examples:

- I do not have cheap ice cream buckets in my freezer anymore. It created a bad habit of splurging every night in front of the TV. I now treat myself to an excellent, locally made and organic ice cream once a week that I eat very mindfully
- I have “Feng shui-ed” my kitchen from all the sugar laden condiments, dressing and drinks. I feel liberated. I realized I got rid of 4,000g of sugar. I calculated that all these products together represented 1,000 teaspoons of sugar or 16,000 calories!
- I cut my sugar intake by 50% this week and I feel so much better. I lost 10 pounds, wow, this is how I feel now:
 - ✓ More energetic
 - ✓ Sharper
 - ✓ Less tired
 - ✓ Less puffy
 - ✓ I slept better
 - ✓ More optimistic
 - ✓ I walk faster and work longer hours
 - ✓ I did not look for sweets every 2 hours as usual
- I have made a list of all the impact this sugar cutting has had on my health and I can't wait to see the new blood data:
 - ✓ I will lower my body fat
 - ✓ I will lower my blood pressure and cholesterol numbers
 - ✓ I will lower my risk for diabetes – I am borderline pre-diabetic

CogniDiet® Book Club Discussion Guide

This week you have plenty to do with the five experiments. I recommend that you perform all the experiments. It is crucial to do Experiment #1, because this will show you what sugar does to you.

The group members who really cut white and starchy carbs and sugar this week will have the most impressive weight loss results. If you have sophisticated scales, you may also be able to notice how much water you lost.

- **Discuss how you notice changes within your group (physical and energetic changes). It is always very good to hear compliments from or be inspired by your friends.**
- **How was Experiment #1?**
- **How did you feel this week after eliminating sugar and carbs? How did you feel on the first days?**
- **Cook with a carb substitute if you have dinner or lunch together**
- **What have you discovered about sugar in general?**
- **What have you learned with the experiments?**
- **If somebody keeps on finding excuses, push them to commit!**

You may now have a weight loss winner already! Or some of you need encouragement. Have a list of actions after the meeting.

