

INSPIRE

wellness & nutrition

Curious
about
Cravings????





Cravings

- Sugar
- Salt
- Chocolate
- Candy
- Chips
- French fries
- Bread
- Steak
- Cookies
- Cake
- Coffee
- Soda
- Wine
- Beer



What causes
cravings?
Let's find the
“root” cause.





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Memories/associations

Bad Eating Habits

- According to Tufts University, “As an enjoyable food is consumed, the pleasant feeling of the experience is determined in part by hormone receptors. Over time, these receptors may become less sensitive to the hormones produced when we enjoy a particular food. Eventually, we may need to consume more and more of that food to have the same pleasant experience, similar to the reward circuit seen in drug and cigarette addictions.”





Food Messaging

- Instagram
- Tv Advertisements
- Billboards
- Pinterest
- According to dietician Tara Gidus, “Cravings can simply reflect the food messages that have been bombarded into your brain all day — and in those cases, they have nothing to do with your nutritional deficiencies.”



Dehydration

- [John Higgins, MD explains](#) that “When you’re dehydrated, it can be difficult for organs like the liver, which uses water, to release glycogen [stored glucose] and other components of your energy stores, so you can actually get cravings for food.”
- “It’s also not uncommon for the body to confuse the feeling of thirst with hunger, meaning that you may feel hungry when all you really need is water.”

Pica

- Consumption of non-food substances (especially in pregnancy)
 - Geophagia – dirt or clay
 - Amylophagia – laundry starch or cornstarch
 - Pagophagia – ice
 - 14%– 44% in US
 - Deficiency of iron, zinc, calcium, potassium
 - Craving for smell or texture
 - Malnutrition can be a problem – if “pica” substance takes the place of nutritious food
 - Treatment with high iron foods



Vitamin/Mineral Deficiencies



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Chocolate

- Missing nutrients:
 - Magnesium (muscle/bone health, energy, mood)
- Healthier foods to satisfy:
 - Raw cacao
 - Nuts & Seeds
 - Veggies & Fruits

Sugary Sweets

- Missing Nutrients:
 - Chromium (insulin regulation)
 - Sulfur (DNA repair)
 - Tryptophan (produces serotonin)
 - Phosphorus (bone/teeth health, growth/maintenance of cells)
 - Magnesium
 - L-glutamine
 - antioxidants
- Healthier Foods to Satisfy:
 - Broccoli, grapes, cheese, chicken
 - Cranberries, cauliflower, cabbage
 - Cheese, raisins, sweet potatoes, spinach
 - Fresh fruit & veggies
 - Chicken, beef, fatty fish, eggs, dairy



Bread, pasta, carbs

- Missing Nutrients:
 - Nitrogen (protein synthesis, hormones, neurotransmitters, antioxidants)
- Healthier Foods to Satisfy:
 - High protein foods – meats, fatty fish, nuts, beans, chia seeds



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Salty Snacks

- Missing Nutrients:
 - Chloride (electrolyte, blood volume/pressure regulation, pH of body fluids)
 - Silicon (bone & heart health)
- Healthier Foods to Satisfy:
 - Fatty fish, goat milk/cheese
 - Seaweed, tomatoes, celery, olives
 - Lentils, whole grains, fruit



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Salt cravings



- Could be caused by **adrenal fatigue/insufficiency**
 - Symptoms include: low energy, weight gain, hair loss, irritability, depression, high and low blood pressure, and **salt cravings**
 - Constant stress – Hypothalamus, pituitary, adrenal (HPA) axis can't keep up with extra hormone production
 - Can lead to other chronic diseases – diabetes, cardiovascular disease
- Replenish salt with nutritional salts: Himalayan Pink Salt, Sea Salt, Black Salt, Celtic Sea Salt
- Other support: licorice (tea), exercise/sweat, magnesium, adaptogens (ashwagandha, rhodiola rosea)

Fatty Snacks

- Missing Nutrients:
 - Calcium (bones, heart, muscle, nerves, insulin regulation)
- Healthier Foods to Satisfy:
 - Organic milk & cheese
 - Green leafy vegetables - kale, okra, spinach
 - sardines



Coffee

- Missing Nutrients:
 - Phosphate (bone/teeth health)
 - Sulfur (DNA repair)
 - Iron (red blood cells – takes oxygen through the body)
- Healthier Foods to Satisfy:
 - Nuts, black cherries
 - Legumes, onions
 - Red pepper, garlic





Alcohol

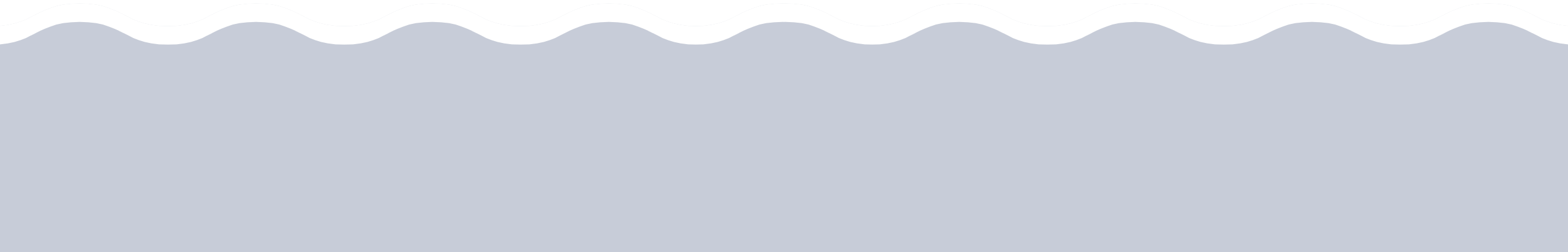
- Missing Nutrients:
 - Protein (all body functions)
 - Calcium (bones, heart, muscle, nerves, insulin regulation)
 - Potassium (fluid balance, muscles, nerves, heart health)
- Healthier Foods to Satisfy:
 - Broccoli, kale
 - Legumes
 - Bananas, oatmeal
 - Smoothie w/protein powder

Carbonated drinks

- Missing Nutrients:
 - Calcium (bones, heart, muscle, nerves, insulin regulation)
- Healthier Foods to Satisfy:
 - Kale, almonds
 - Spinach, okra
 - Oranges, broccoli
 - Sesame seeds



“In the moment”
options for cravings



Healthy Snacks to Satisfy your Cravings

Sweet

Fresh Fruit
Dried Fruit
Frozen Fruit
Dark Chocolate
Smoothie
Fruit Popsicle

Savory

Cheese
Olives
Hard-Boiled Egg
Salsa
Unsweetened Tea
Kale Chips
Baked Sweet Potato

SALTY

Dill Pickles
Seeds
Pistachios
Whole Grain Pretzels
Edamame
Popcorn
Whole Wheat Crackers

Creamy

Nut Butters
Oatmeal
Hummus
Yogurt
Guacamole
Cottage Cheese

Crunchy

Fresh Veggies
Nuts
Cereal
Plain Rice Cakes
Whole Grain Toast
Granola
Flaxseed Crackers

What to do? Consider these tips.

From Thorne- a leader in health research/supplements

- Test your cortisol and melatonin fluctuations with an [at-home sleep test](#).
- Recognize bad habits. Have an alternative the moment you [get a craving](#); it could be doing 10 jumping jacks or drinking a glass of water. Start a new healthy habit.
- Incorporate more proteins or fats into your diet. Avoid snacks/meals that are made up of all carbohydrates. And reduce [artificial sweetener](#) intake.
- Get sufficient, better quality, and consistent [sleep](#). Be diligent about going to bed and waking up at the same time each day.
- Seek serotonin from other sources. Try green tea, walnuts, eggs, cheese, or increasing your exercise routine to boost your serotonin level.
- Reach for foods or supplements that contain highly absorbable forms of [magnesium](#), [zinc](#), [iron](#), and [calcium](#).
- Try a [chromium supplement](#). This mineral is often lacking in our modern diet, because refined flours and sugars are often stripped of chromium (in addition to other nutrients).