

APPETITE CHEMISTRY EXPERT OFFERS NEW HOPE FOR WEIGHT LOSS STOPS FOOD CRAVINGS WITH BRAIN-TARGETED NUTRIENTS

After 25 years of treating food addictions, author, clinic director, and nutritional psychotherapy expert, Julia Ross, has learned four things:

I. Sugar is four times more addictive than cocaine. (see research links below)

Food addiction is caused by brain chemistry imbalances at least as powerful as those known to cause alcohol and drug addictions. Cookies, ice cream, and candy addict us by raising levels of both of our most potent appetite and mood-regulating neurotransmitters: endorphin, our pleasure-producing natural opiate, and serotonin, our soothing natural antidepressant. In addition, they give us that rush of high blood sugar that no drug can equal. *Foods laced with drug-like carbs are guaranteed to addict us just as easily as food laced with heroin would.*

II. There is no cause for shame; overeating is not a character defect. Because food addiction is a biological imperative, willpower, and psychotherapy typically fail even the most determined and dedicated dieters. Even diabetics, whose lives are at stake, are powerless over their carb cravings.

III. Brain-targeted nutrients called amino acids can quickly restore our levels of endorphin, serotonin, and other potent appetite regulators.

This means freedom from carb cravings and emotional overeating, allowing former food addicts to pass up pasta and Snickers *without feeling deprived*. Thousands of clients at Ross's Recovery Systems Clinic report that their junk food cravings disappear *after the first day*. Amino acid supplements are available at every health store in the U.S. and online. These nutrients and their benefits have been researched and verified in the treatment of alcohol, drug, *and* food addiction.

IV. As a result of the elimination of carb cravings, weigh gain is automatically halted, without unhealthy caloric restrictions. In contrast, low calorie diets increase food cravings and lower thyroid function, causing rebound weight gain.

Ross' powerful natural strategies are laid out in *The Diet Cure: The 8-Step Program to Rebalance Your Body Chemistry and End Food Cravings, Weight Problems, and Mood Swings – Now* (Penguin, 2000).

The book's quiz allows readers to identify their imbalances and then turn to pertinent sections of the book for addiction-busting tips on natural brain repair and more.

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