

Healthy Inspiration from Integrative Nutrition Coaching



CRAVINGS, HOW TO CONQUER THEM WITH KINDNESS

Have you ever met a donut, cookie, or pint of ice cream you didn't like? I admit there are some I like better than others, but I have a love/hate relationship with all of them for the most part. Have you struggled with years of emotional eating, and it always ends in guilt? The guilt is because you have no willpower and know none of it is good for you. I get it.

Lay's was very serious when they said, "You can't eat just one." Today, cravings are an area I spend most of my time researching because over 95% of women struggle with them.

Transform
Your
Transition
&
Master
Your
Menopause

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You have no idea how relieved I was when I found out in nutrition school that once I began listening to my body, I, on my own, could reduce and even eliminate my food cravings.

The first thing you must understand is precisely what is a food craving. Simply put, a craving is an intense feeling for a specific food that is difficult to resist. Second, it has nothing to do with willpower. There is something you are doing or not doing in your life that is triggering the cravings. Once you can answer that question, you can start your journey to beat those feelings.



Below are areas that impact cravings and create a feeling of imbalance where the cravings start.

- **Lack of life balance.** This includes unfulfilling relationships, boredom, excess or insufficient exercise, disappointment with your job, etc. This is what many call emotional eating.
- **Water.** This can be tricky because too much or too little can cause cravings. If you are unsure of how much water is best for you, take your weight and divide it by two. That number is the ounces you should start and adjust as you feel fit.
- **Yin/Yang imbalance.** This means you are eating more of one type of food than the other. Yin foods are primarily raw or sugary foods, and, in turn, you will crave hot, heavy foods. Try ensuring your protein is warm whenever you eat a salad. **By combining yin and yang foods, you create balance.**

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- **Foods you have recently eaten.** The tongue can store particles of food you have recently eaten, leading to cravings all over again. **Tongue scraping will help.** It is most effective if you do it daily and in the morning. It would be best to use a tongue scraper rather than a toothbrush. Brushing moves particles in your mouth, not remove them.
- **Not eating in season.** Your body is smart! Our bodies crave what the earth is giving us at the time. Leafy greens, fruits, and above-ground produce during the summer and hot root veggies in the fall and winter. **Due to different geographical areas, search the internet for what is in season in your area.**
- **Lack of nutrients.** This is significant; again, your body knows what it needs. When you are not getting the nutrients your body needs, it constantly wants more food hoping for the nutrients. When we consume processed foods with few nutrients, we eat more, which leads to obesity. **You can address this by eating high-nutrition foods such as whole foods to see if your cravings reduce.**
- **Hormones.** Women understand this deeply. The monthly fluctuation of hormones and the intense ones we see at menopause leads to more frequent cravings and an increase in weight as we age.

Sometimes it isn't easy to understand what is happening in our bodies. We may seek comfort in our food during life-changing events such as a divorce, changing jobs, or moving.

Our eating habits may change because we need more time to cook healthier meals. Once you find your trigger, it is easier to address your cravings. **Assistance could be talking to your doctor, seeking a therapist, or a health coach.** If cravings are a challenge, the sooner you address them, the more empowered you will feel.

About

Integrative Nutrition Coaching

My name is Jennifer Held, and I am in the second part of my life as a solopreneur and owner of INC. I am following my dream to help those lovelies out there who are struggling during their menopause transition.

A decade early, I began experiencing The Transition with debilitating symptoms that led to two life-changing surgeries. I found myself in the moment of menopause at 48 and had zero education on the subject.

I was forced to figure it out on my own. I completed my health coaching certification with the Institute for Integrative Nutrition, taught by well-known doctors such as Mark Hyman, Deepak Chopra, Zach Bush, and Andrew Weil. To balance western medicine, I had the fantastic opportunity to study functional medicine taught by the great pioneer Frank Lipman MD, Susan Blum MD, and Will Cole IFMCP, DNM, DC.

In addition, I became a certified Life Coach, Vegan Health Coach, and Menopause Practitioner. Daily, I continue my education seeking how to help others reach their goals and create harmony in their lives. I love to share what I learn with the world, hence my blog, INC challenges, emails, and free guides. Oh, let's remember the coaching! I encourage you to seek your answers daily without judgment and find what lights you up. I am here when you are ready to have a Health Coach by your side.



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journey with INC?
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