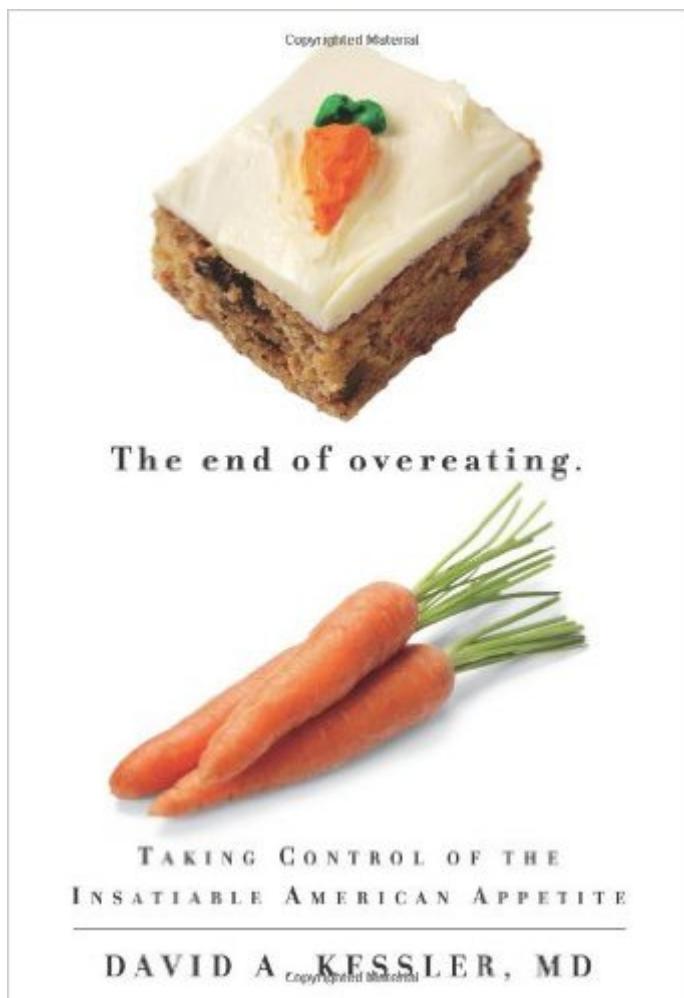


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The End Of Overeating: Taking Control Of The Insatiable American Appetite



Synopsis

Most of us know what it feels like to fall under the spell of foodâ "when one slice of pizza turns into half a pie, or a handful of chips leads to an empty bag. But itâ ™s harder to understand why we can't seem to stop eatingâ "even when we know better. When we want so badly to say "no," why do we continue to reach for food? Â Dr. David Kessler, the dynamic former FDA commissioner who reinvented the food label and tackled the tobacco industry, now reveals how the food industry has hijacked the brains of millions of Americans. The result? Americaâ ™s number-one public health issue. Dr. Kessler cracks the code of overeating by explaining how our bodies and minds are changed when we consume foods that contain sugar, fat, and salt. Food manufacturers create products by manipulating these ingredients to stimulate our appetites, setting in motion a cycle of desire and consumption that ends with a nation of overeaters. The End of Overeating explains for the first time why it is exceptionally difficult to resist certain foods and why itâ ™s so easy to overindulge.Â Dr. Kessler met with top scientists, physicians, and food industry insiders. The End of Overeating uncovers the shocking facts about how we lost control over our eating habitsâ "and how we can get it back. Dr. Kessler presents groundbreaking research, along with what is sure to be a controversial view inside the industry that continues to feed a nation of overeatersâ "from popular brand manufacturers to advertisers, chain restaurants, and fast food franchises.Â For the millions of people struggling with weight as well as for those of us who simply don't understand why we can't seem to stop eating our favorite foods, Dr. Kesslerâ ™s cutting-edge investigation offers new insights and helpful tools to help us find a solution.Â There has never been a more thorough, compelling, or in-depth analysis of why we eat the way we do.

Book Information

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Customer Reviews

This is a well-written, easily understandable, interesting book on the very serious subject of overeating. The book is broken into six parts with relatively small chapters ranging in size from approximately three pages to eleven pages in length with many in the four to seven page range. The first part, for example, has 13 chapters so there is much information but it is presented in a way which flows well together. When I got this book I was interested in the subject matter but I was worried that the book would be boring or so technical that I would lose interest. I read this book in two days and it has changed my approach to eating. Part One of the book, Sugar, Fat, Salt, talks about why people eat and overeat. It looks at the physical as well as psychological aspects of overeating. Part Two of the book (my favorite), The Food Industry, gives specific examples of how restaurants and the food industry contribute to the problem by creating food that people want to eat but is not healthy. For instance I never new that bread had so much salt because it takes away the bitter taste of the flour and brings up the flavor. The author also addresses how nutrition information on packaging is manipulated by the food industry. For instance if a food contains more sugar than any other ingredient it must go first on the list but if you use a number of sources of sugar like brown sugar, corn syrup and fructose each is listed individually and goes lower on the list. Part Three, Conditioned Hypereating Emerges, talks about how we get trapped into an overeating pattern. It references numerous studies and explores whether overeating is nature, nurture or both.

As a middle aged woman who eats pretty well, gets regular exercise, and takes great supplements, it gets pretty discouraging to deal with the frustration and potential negative health consequences of the extra 20 pounds I am carrying around, not to mention the fact that I look in the mirror and see my grandmother's body! Consequently, I am always on a search for the magic fat loss bullet. So it was a synchronistic moment when I happened to listen to an interview with Dr. David Kessler on PBS recently. This is the former FDA commissioner who reinvented the food label and tackled the tobacco industry. His new book, The End of Overeating, was a must read for me. I wasn't disappointed. The book is a fascinating read, full of documentation and testimonials on the growing obesity problem and our apparent inability to control our food intake as a culture. Let me walk you through the salient points in this book: We are biologically wired to respond to sugar, fat, and salt. As processed food became an industry designed to create a profitable product, our waistlines grew. In

1960 women between the ages of twenty and twenty nine weighed an average of 128 pounds. In 2000, that number grew to 157. In the forty to forty-nine age group, it grew from an average of 142 to a whopping 169 pounds! Yes, ladies, the average perimenopausal woman in America weighs 169 pounds, so don't feel alone. Most of us blame ourselves for our weight gain. We attribute it to a lack of self discipline and control. Well, it turns out that certain foods actually override our conscious will and drive us to continue to consume them. This is a biological phenomenon he equates with alcohol addiction. We are collectively addicted to sugar, fat, and salt.

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