



5 THINGS TO CONSIDER Before Counting Calories

Carrying a few extra pounds?

It's so frustrating to finally shift them, only to have to undo the top button on our trousers *again*, isn't it?

*But I cut back on calories...
it was going so well!
Why does this have to be so hard?*

If this sounds familiar, you're not on your own. But before you resign yourself to a life of yo-yo dieting, here's something to remember:

Calorie crashing = long term weight gain

It's a cruel but scientific given that when you cut back on calories 5 things happen:

1. Your brain bumps up hunger hormone production. Charming!
2. Your body conserves precious energy (aka your metabolic rate slows down).
3. Your stress hormones are triggered (whose wouldn't be!)
4. You feel tired, sluggish and less 'on the ball'. (Your brain uses up 25% of the energy you get from food).
5. Your self-esteem takes a nosedive.

Bottom line, it's biology (not willpower) that has the biggest say in your weight longer term.

As we go through our 4-part series, we'll explore other – better – ways you can get healthy, without counting calories.

To work *with* your body and make wise lifestyle choices visit: www.nutritioninthemind.com

Elena Rayner-Melnikova is Public Health Nutritionist in the U.K. with a passion for psychology and neuroscience. Nutrition in the Mind is where she blends evidence from these fields with her mission to help yo-yo dieters find lasting change. By bringing awareness to *why* we eat and how the brain works, Elena's work in the world inspires time-starved mums to keep off the pounds and find more energy – without dieting, guilt or depriving themselves.

*The information provided is not a substitute for medical care. If you have, or suspect you have, a health problem, you should always consult with a licensed healthcare professional.