



Why Diets Fail (Because You're Addicted to Sugar): Science Explains How to End Cravings, Lose Weight, and Get Healthy

Nicole M. Avena Phd

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This revolutionary eating plan reveals definitive proof that sugar is addictive, and presents the first science-based program to cut out the sugar, stop the cravings that cause most diets to eventually fail, and lose weight--permanently.

If you're like most people, you've tried a few (or maybe many) different diets without success. The truth is, most diets work for a while, but there's usually a point at which the dietary restrictions become too difficult to maintain. Why? Because whether you're following a low-carb, paleo, gluten-free, or even an all-liquid green juice diet, the addictive nature of sugar causes cravings to take over and sabotage your diet-of-the-moment.

In *Why Diets Fail*, Dr. Nicole M. Avena and John R. Talbott reveal definitive proof that sugar is addictive and present the first science-based program to stop the cravings and lose weight—permanently. A neuroscientist and food addiction expert, Dr. Avena has conducted groundbreaking research showing that sugar triggers the same responses in the brain as addictive drugs like cocaine, nicotine, and alcohol. And like those other substances, the more sugar you eat, the more you need to get the same pleasurable feelings. (No wonder your last diet didn't stick.)

Avena and Talbott's eight-step plan walks you through the process of going sugar-free and surviving the make-or-break withdrawal period—those first few weeks when your body feels the absence of its favorite sweetener most acutely. An easy-to-use Sugar Equivalency Table developed by Talbott lists the amount of sugar in hundreds of common foods so you know precisely what to eat and what to avoid. And when it comes to what you can eat, you have a lot to choose from. In fact, you'll probably eat more on this diet than you normally do—while continuing to lose weight.

This science-based program is the diet to end all diets. It will help you break the yo-yo dieting cycle, end those maddening sugar cravings, and develop a new longing for the good food that will keep you fit, healthy, and happy.

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