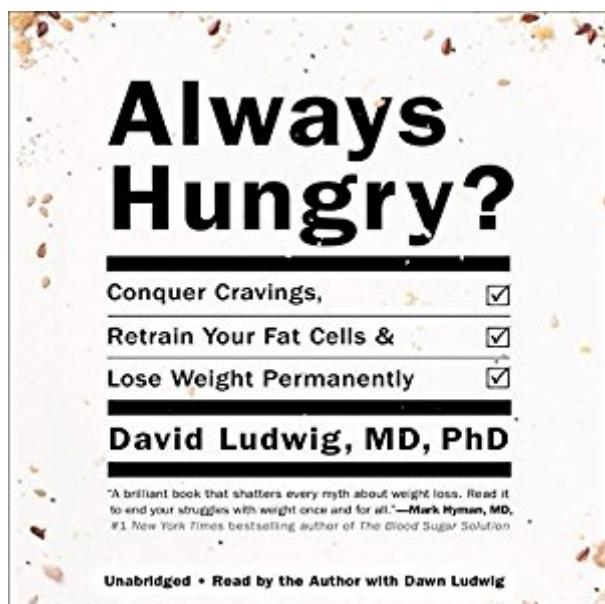


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# Always Hungry?: Conquer Cravings, Retrain Your Fat Cells, And Lose Weight Permanently



## Synopsis

Leading Harvard Medical School expert and "obesity warrior" (Time magazine) rewrites the rules on weight loss, diet, and health. Forget everything you've been taught about dieting. In *Always Hungry?*, renowned endocrinologist Dr. David Ludwig explains why traditional diets don't work and presents a radical new plan to help you lose weight without hunger, improve your health, and feel great. For over two decades, Dr. Ludwig has been at the forefront of research into weight control. His groundbreaking studies show that overeating doesn't make you fat; the process of getting fat makes you overeat. That's because fat cells play a key role in determining how much weight you gain or lose. Low-fat diets work against you by triggering fat cells to hoard more calories for themselves, leaving too few for the rest of the body. This "hungry fat" sets off a dangerous chain reaction that leaves you feeling ravenous as your metabolism slows down. Cutting calories only makes the situation worse - creating a battle between mind and metabolism that we're destined to lose. You gain more weight even as you struggle to eat less food. *Always Hungry?* turns dieting on its head with a three-phase program that ignores calories and targets fat cells directly. The recipes and meal plan include luscious high-fat foods (like nuts and nut butters, full-fat dairy, avocados, and dark chocolate), savory proteins, and natural carbohydrates. The result? Fat cells release their excess calories, and you lose weight - and inches - without battling cravings and constant hunger. This is dieting without deprivation. Forget calories. Forget cravings. Forget dieting. *Always hungry?* reveals a liberating new way to tame hunger and lose weight...for good.

## Book Information

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## Customer Reviews

I'm on Day 3 and will update this review again later, but I already feel compelled to share my

experience so far. I am a lifelong calorie counter, but at 5 feet tall by the time I get even remotely close to the healthy weight for my height I "get" to eat about 1200 calories per day. Maybe 200 more if I exercise. The result is that I spend all day thinking about food, how many calories I can have, what I really want to eat (a brownie), and then judge what the scale might say in the morning based on hungry I am when I go to bed. Enough. I've followed Dr. Ludwig's articles online for awhile now and when I saw that he had a book out I was intrigued to read it. Yes, I am always hungry. Yes, I am addicted to sugar. Yes, I know it needs to stop. I am a SAHM to 2 little boys (5 and 1). In order to make this meal plan work I have to prep food during nap time and at night. I agree with other reviewers that it's very time intensive, but I do feel like some of the items can be purchased pre-made. You don't really need to make your own hummus. Duke's Mayo has no added sugar, so no need to make your own. Plus every Southerner knows this is the only mayo worth eating anyway. I was shocked at my grocery bill when I bought the pantry staples and food for the first week. However, much of that is not an expense that will be repeated for awhile (like the oils). I guess I like to think of the investment in food (produce and good meats are expensive, we all know this) as cost saving in the long run in terms of my health. Day 3 and I'm down 6 lbs. 6 lbs! I have not counted a single calorie but know I'm eating much more than the 1200-1400 I am "supposed to" be eating according to the calorie counting plans.

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