

# REWIRE YOUR FOOD BRAIN

## Physical vs Emotional Hunger

### Physical (Stomach) Hunger

- Builds gradually
- Physical sensation in your stomach (e.g. stomach growling) often comes in waves
- Time has passed since last meal
- Involves deliberate choices and awareness of eating
- Open to different options of what to eat, including less palatable foods
- Feel satisfied by the food you eat
- Doesn't cause guilt or bad feelings

### Emotional (Hedonic or Head) Hunger

- Starts more suddenly or feels more urgent
- Feeling in your chest or above the neck i.e. in mouth or head - often as a need to chew or for texture/sensation in your mouth
- Often accompanied by a voice in your head either telling you to eat it or that you shouldn't be eating it
- Unrelated to time or when you last ate
- Involves automatic or mindless eating
- Persists even when you're full
- Specific cravings for (or fixation on) a particular food, taste or texture e.g. standing in front of an open fridge/cupboard scanning/searching for something to "hit the spot"
- Afterwards may feel guilt, self-loathing, regret or shame



### Take Action

- Focus on paying attention to your hunger signals
- When you go to eat, take a second to check in with your body and ask yourself: "Is this stomach hunger or head hunger?"
- If it's head hunger you don't need to eat!