



Crush Your Cravings!

Secret Psychology

of Weight Loss



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Allergen Warning: Konscious Keto cannot take into account all possible allergies. You are solely responsible for avoiding or modifying recipes as may be necessary to avoid allergic reactions.

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THANKSGIVING. CHRISTMAS. HANUKKAH.
BIRTHDAYS. MARDI GRAS...



Whatever you celebrate, we bet there's
food on the table.

AND THERE'S A GOOD REASON FOR IT...

FOOD IS THE ULTIMATE LANGUAGE OF LOVE
AND EXPRESSES ALL OF OUR EMOTIONS.



For some people, ice cream is a
soothing hug for your soul.



STEAK IS THE ROMANTIC STAGE WHERE
ALL OF LIFE'S BIG EVENTS TAKE PLACE.

Hot dogs and ballparks are reminiscent
of a weekend well spent.



BUT DID YOU KNOW, UNDER ALL THOSE
CELEBRATIONS ARE THE UNDERLYING
CURRENT OF CRAVINGS?

Cravings are one of the biggest obstacles
to people seeking weight loss.

BUT DO YOU KNOW WHY?



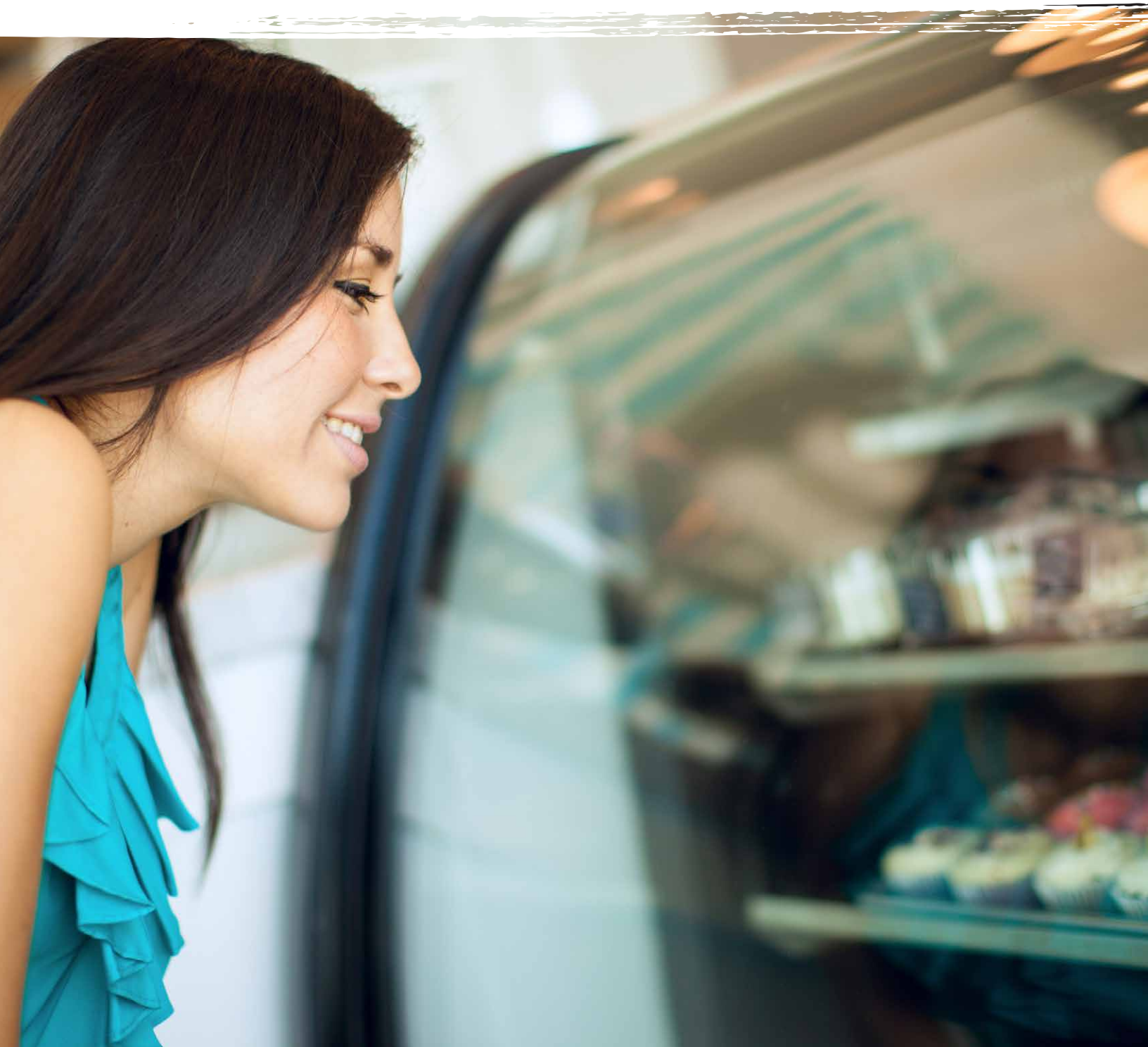
When we crave food, we're secretly craving comfort, love, affection, and the soothing reprieve of snacks and sugar.



In this quick guide, you'll discover what your cravings say about you and learn how to replace the guilt-inducing cravings with positive life-affirming choices.



DISCOVER WHAT YOUR CRAVINGS SAY
ABOUT YOU AND LEARN TO SPOT A
GENUINE HUNGER PANG.



ONCE YOU LEARN WHAT CRAVING YOU GET,
YOU CAN MAKE SIMPLE ADJUSTMENTS THAT
ADD UP TO GREATER CONTROL.



IMAGINE:
NEVER HAVING ANOTHER CRAVING...
NEVER HAVING TO EXERCISE WILLPOWER...



Just think what that could do for your
waistline. Then read this quick guide.

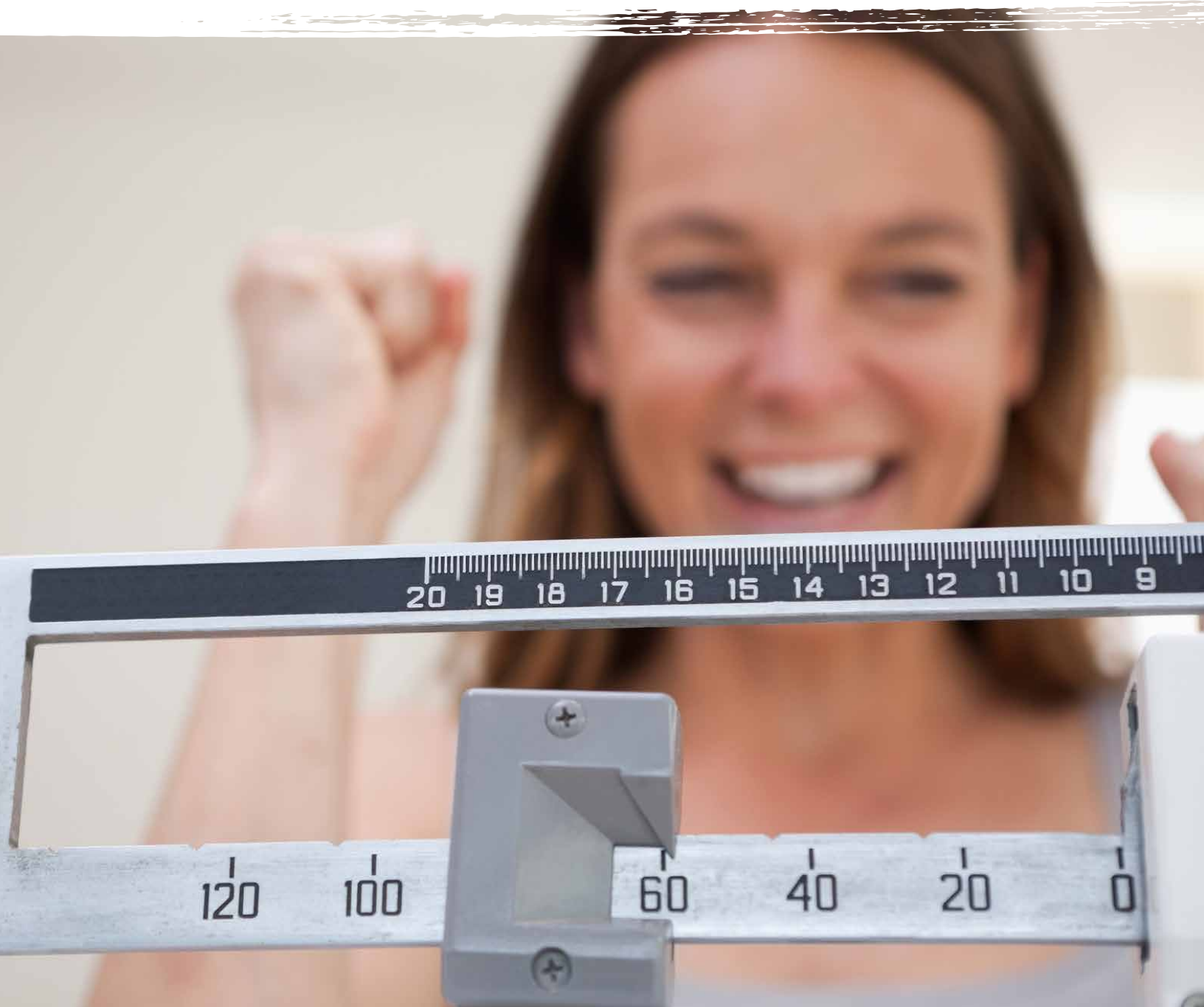
In it, you'll learn how to live slim and sexy without worrying about sabotage by simply swapping the food you crave with the keto counterpart.



NO WILLPOWER. NO HUNGER STRIKES.
NO PORTION CONTROL.

Just eat the foods you love and get sexier, and slimmer in 21 days on keto.

Cravings will become a thing of the past, enabling you to enjoy positive food choices.





AND YOU'LL GAIN A WHOLE NEW
OUTLOOK ON LIFE!

CRAVING DAIRY?



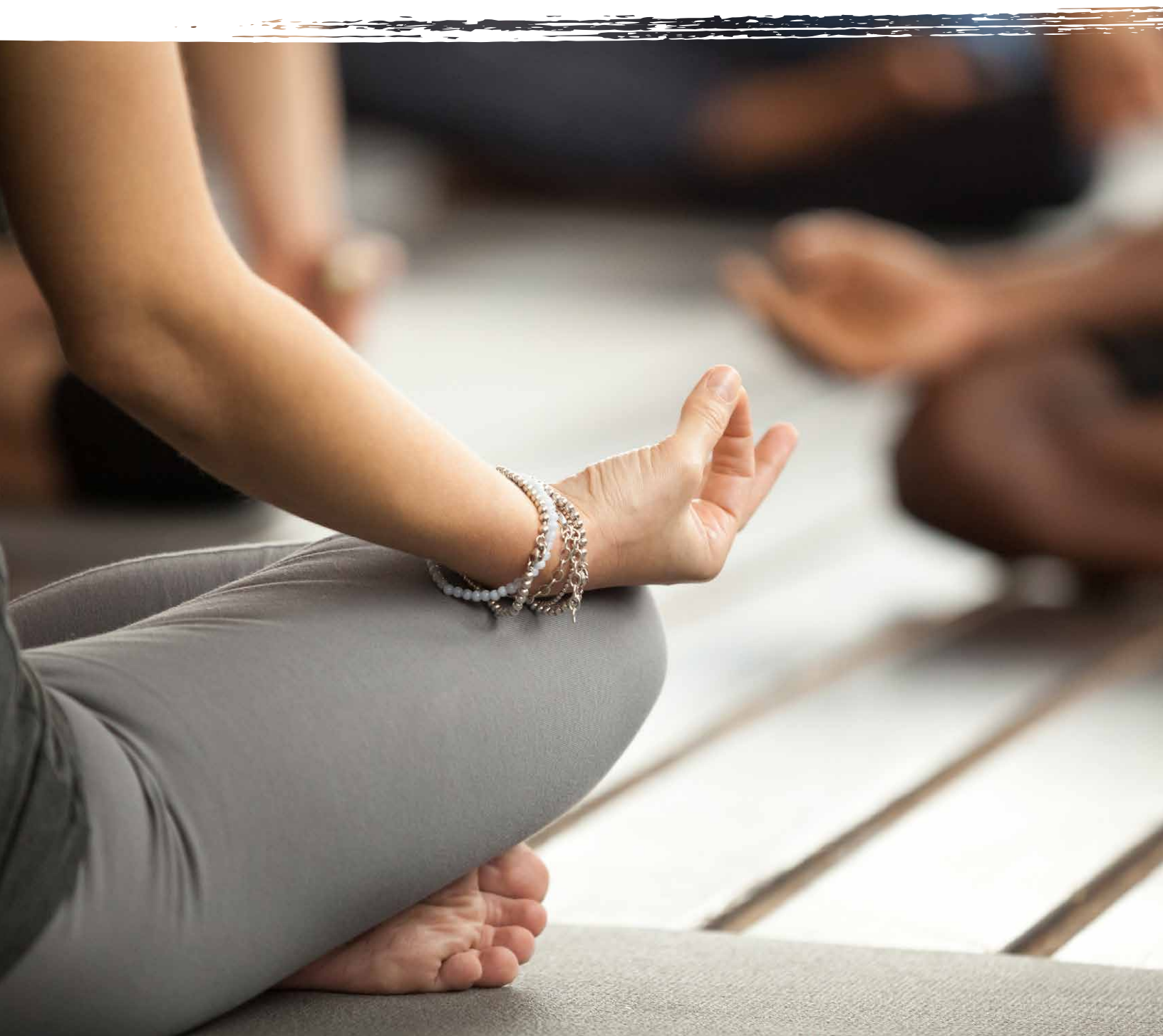
For those of you with any “mother” issues in your life—whether needing mothering, or being guilty of over-mothering, cheese has probably been calling to you. When we feel the need to be nourished, and not only physically, but emotionally, at a very deep place, it would make sense that we crave cheese.

CHEESE IS MADE FROM MILK, THE ESSENCE OF MATERNAL NOURISHMENT.



You may be craving the consolation of a strong, healing figure in your life. Cheese provides the grounding, earthy substance of protein to keep us anchored into the comforting shell of the human body. Do you need some nurturing and soothing? How can you feel more grounded and connected to others in a way that is nourishing for your soul?

In place of the cheese curds, find a community that you can connect with in a way that is meaningful for you. Create a space within a personal tribe where you feel safe to express yourself and share your inner thoughts.



SWAP PROCESSED DAIRY, BUTTER, MILK,
SOY MILK, FOR



GHEE, COCONUT BUTTER, COCONUT
MILK, CREAM, ALMOND MILK,
MACADAMIA MILK, NUT CHEESE,
COTTAGE CHEESE, OR GREEK YOGURT.

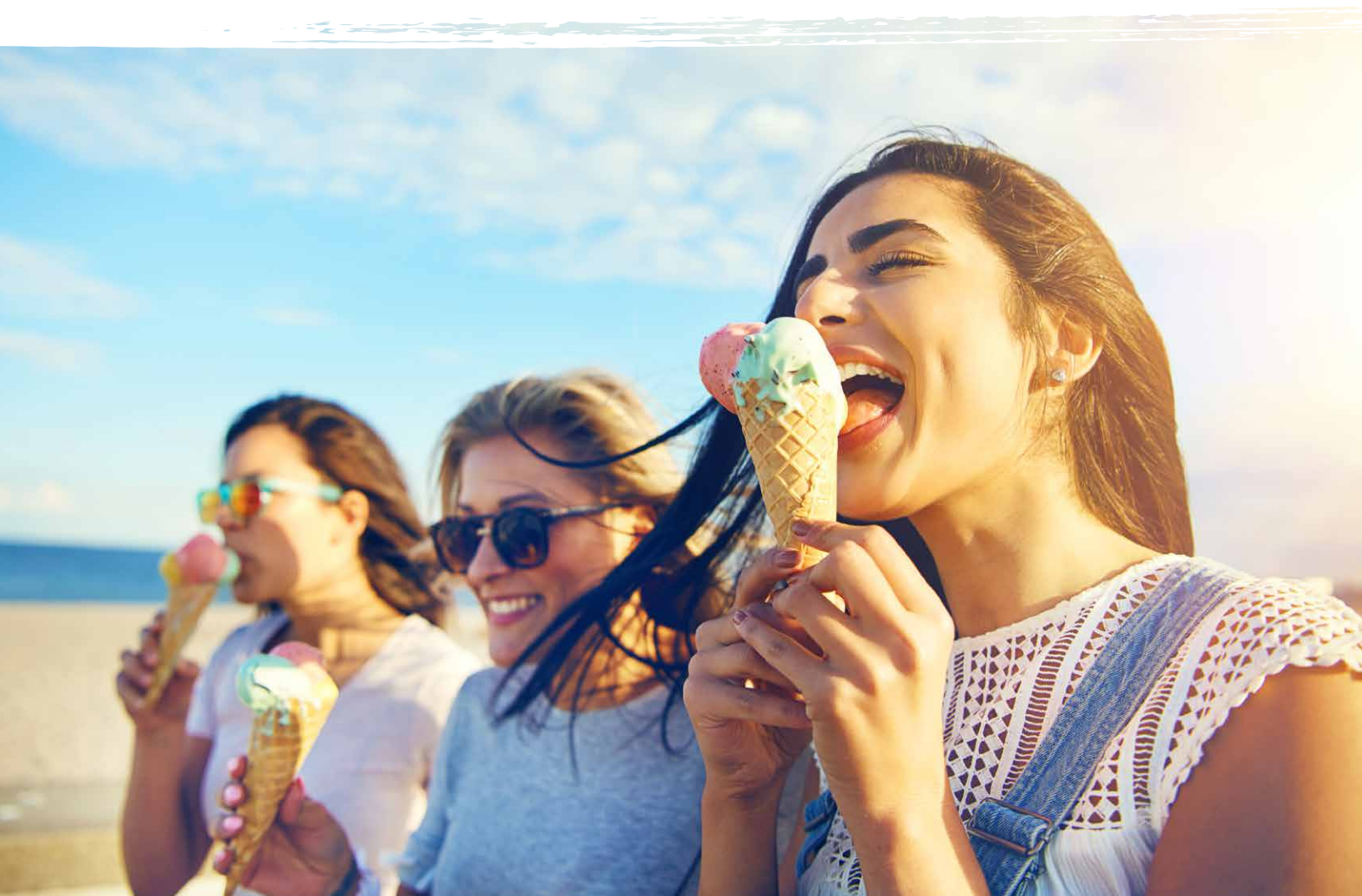
CRAVING ICE CREAM?



In many ways, ice cream has got it all—the creamy fat, the intense sugar, the numbing cold. Put it all together, and you can freeze any hurts within and coat them over with fat while at the same time, enjoying a sugar high.

Yes, when there's hurt, it would seem logical to start lapping up the ice cream. Our connection with ice cream may also take us back to childhood and memories of the summer and feeling like you're on top of the world.

IT IMPARTS A FEELING OF FREEDOM
AND BEING CAREFREE.



Before going to the freezer to chill and cover the pain, ask yourself what is hurting and what you would like to be free of.



List some ways that you can be free in your daily life. Try taking a bike ride, looking at stars or chilling in a warm bath and reflecting on simple ways to heal those deep hurts.

SWAP PROCESSED ICE-CREAM FOR

COCONUT BUTTER, COCONUT MANNA,
HEAVY CREAM, AND USE KETO-FRIENDLY
BERRIES TO ADD FLAVOR.

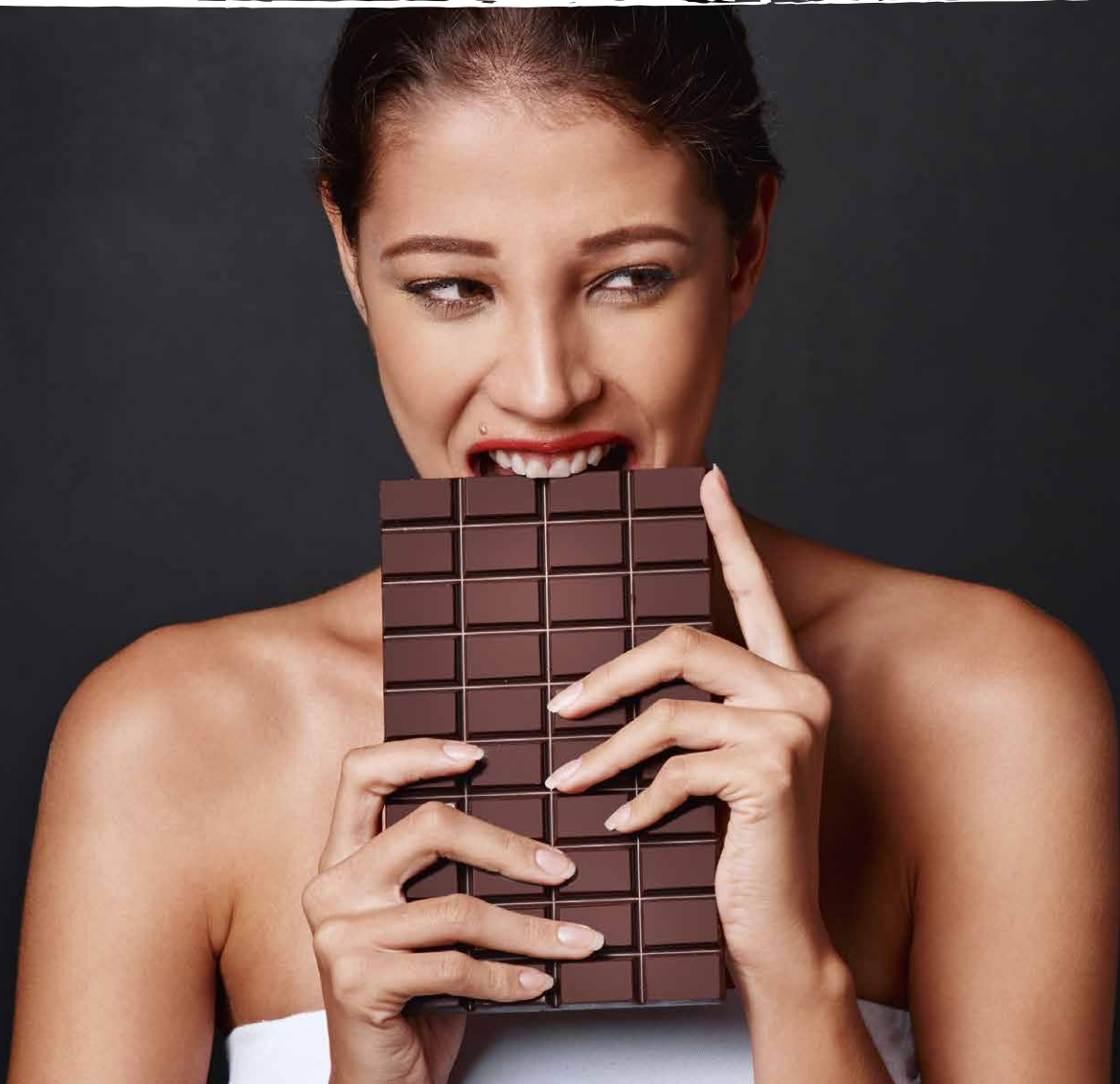


CRAVING CHOCOLATE?



Ah yes...chocolate. Sigh...There are few stand-in fixes for a chocolate craving. If you crave sweet foods often, there's some wiggle room—maybe a donut, maybe a candy bar, even a cream-filled pastry. But when it's chocolate, it has to be chocolate and nothing else can substitute!

Chocolate cravers readily make themselves known by admitting to their chocolate craving with a wry smile. There isn't much holding back here. Chocolate enables us to be blanketed with a feel-good, in-love feeling that is like no other. Of course, it contains compounds that change our brain activity, so no surprise that we have these feelings.



INSTEAD OF DIPPING YOURSELF INTO A
CHOCOLATE MOMENT, TAKE A DEEP BREATH...



and think about love in your life. Where do you have it? Where do you not? How can you make changes to give and receive the love you need? Maybe you need to get or give a hug the next time you crave the big “C.”

BOTH RELEASE OXYTOCIN TO FEEL BETTER,
SO GIVE IT A SHOT!



SWAP CANDY & CHOCOLATE FOR



LILY'S CHOCOLATE, SUGAR-FREE
CHOCOLATE, CHOCOLATE ALTERNATIVES
WITH A HIGH-FIBER OR CHICORY
CONTENT, LEAFY GREENS

CRAVING CRUNCHY, CRISPY FOODS?

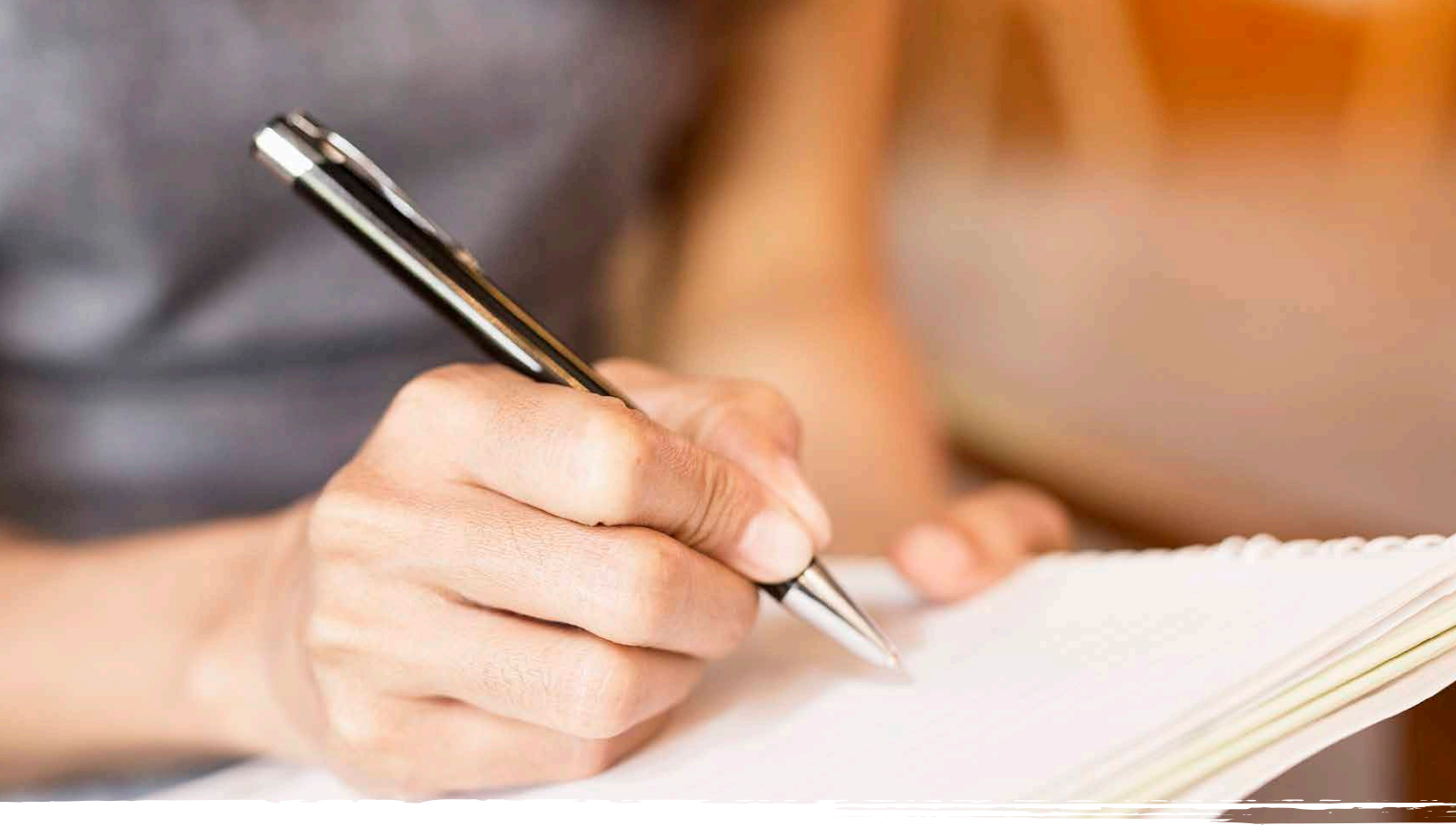


Crunch, crunch. Those people with crunchy food cravings are not as much about the taste of the food as they are searching for a particular texture. The crunch and crispiness of foods gets them to be noticed – with every crunch, it's a subtle cry of “hey, look at me!” and there may be a variety of reasons behind needing attention.

Perhaps they are angry and want to “snap” back at someone, but they feel restrained. They might also feel that they need a pat on the back for a job well done.



CRUNCHY FOODS GIVE YOU
THE FAKE CENTER STAGE.



When you feel called to be in the spotlight to speak your truth or to make something known, rather than tune into crunchy foods, see if you can understand what you really want to say. Write your words in a journal, and when you feel safe and ready, try to express what you have been bottling up in a manner that is a win-win for all.

SWAP POTATO CHIPS FOR



PORK RINDS, PROTEIN CHIPS, SWEET POTATO CHIPS (IN MODERATION), PARMESAN CHIPS, SALTED ALMONDS, CURRIED ZUCCHINI CHIPS, AVOCADO CHIPS, RADISH CHIPS, PEPPERONI CHIPS, OR PUMPKIN SEEDS.

CRAVING CAFFEINE?



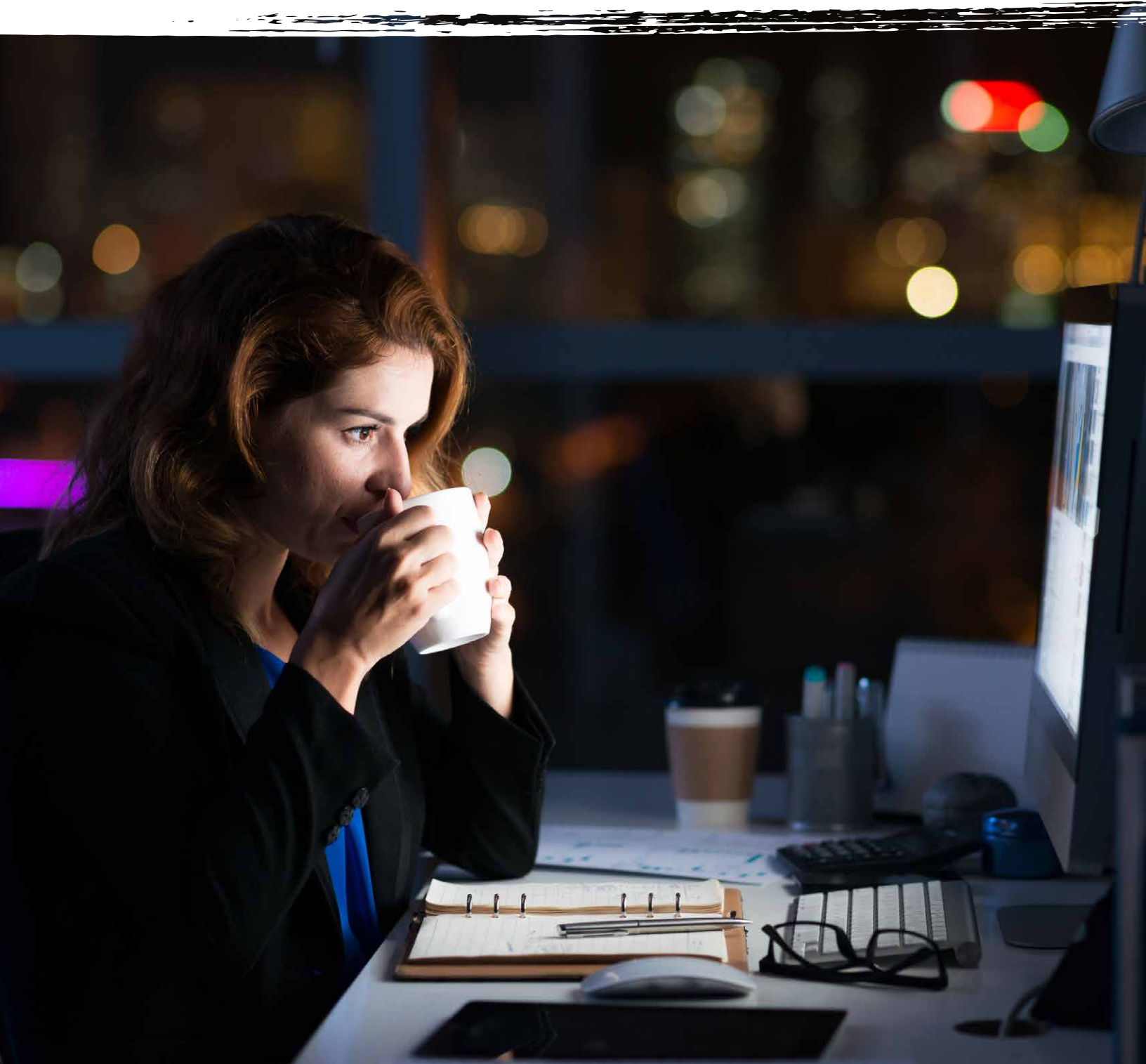
Cravings for caffeine are similar to those for spicy foods in that there is a push to “come alive”. However, with caffeine, it’s a different type of “aliveness”—people who crave spicy foods need this wake-up on a physical body level: they need to do something; however, people with cravings for caffeine however, feel a call to action in their intellect!

They want to be there, in the midst of it all, intellectually processing and absorbing all the information they can, and even remembering it so that they can be at the “forefront”. They are the mind jugglers.



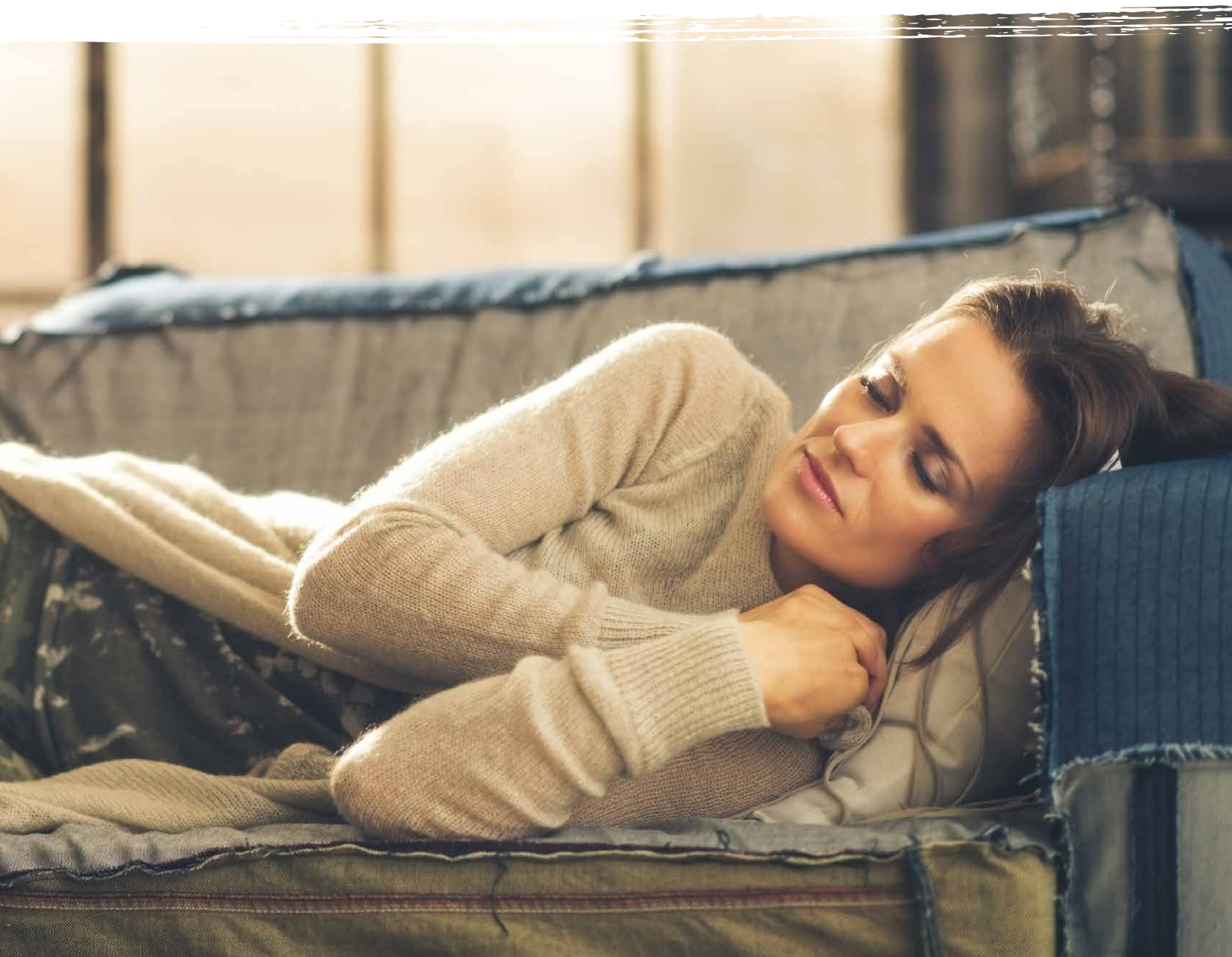
HOWEVER, AT THE CORE OF ALL THAT JUGGLING, IS MENTAL EXHAUSTION.

The caffeine gives the false impression of keeping it all together and being mentally sharp, but in actuality, it exhausts us further, especially in excessive amounts throughout the day.



RATHER THAN THAT NEXT CUP OF COFFEE OR
SOFT DRINK, GIVE YOUR MIND A BREAK AND
GET SOME EXTRA REST.

Try taking a nap or going to bed early—
then you'll really be able to concentrate!



SWAP ENERGY DRINKS OR
TOO MUCH COFFEE FOR



KETO ACTIVATE, WATER, APPLE CIDER
VINEGAR, LEMON WATER, CHAI
OR GINGER TEA.

CRAVING SPICY FOODS?



Five stars, “Thai hot”, hot sauce...those who like spicy food, even to the point at which their eyes well up with tears, are most likely looking for intensity and action in their lives. They may feel bored to tears when their real craving is to be crying for joy and excitement because of the adventurous person they are.

These types of folks love to be on the go—going to movies, plays, theatre, traveling to distant countries, exploring new restaurants. When they haven't made the time to do these things, spicy food becomes the kick to “get them going.”



In addition to creating action, spicy foods also rev the imagination and our ability to be intuitive, so when you get the urge to eat spicy, start thinking of ways to “spice up” your life using your intuition.

LET YOUR IMAGINATION GO WILD.



What are small steps that you can change to give you the shift you need to feel “alive”? Trying stepping out there to take a dance class that you haven’t tried before, like Zumba, or even venturing out to the latest blockbuster action movie!



SWAP SPICY FOODS FOR



PEPPERONI, SALAMI, CURRIED DEVILED EGGS,
JALAPEÑO POPPERS, CAPSICUM PEPPERS,
CHILI PEPPERS, OR GREEN OLIVES.

CRAVING SOMETHING SALTY?



In our experience, we've noticed that there are people who crave sweet foods, and those who never go near sweet foods, but they can't stay away from salt—salty snacks, drinks, and even sprinkling salt on foods. Salt does an interesting thing in our bodies: it attracts water. When we eat lots of salt, we move the water in our bodies with it.

The salt is like a magnet for movement and flow, which is important for helping people to go with the flow of life and relax. If we overdo salty foods, we may be prone to high blood pressure, or the opposite end of that relaxing continuum, creating stress and tightness.



Rather than indulge in the sprinkling of salt, find ways that you can sink into the moments of life and reflect. When you get a salt craving, try doing something to relax you, like deep breathing, taking a run, or meditating.



YOU MAY EVEN WANT TO TRY WATERCOLOR
PAINTING—USING THE WATER AND PAINT
TO FLOW WITH YOUR CREATIVITY!

SWAP TABLE SALT FOR



PINK HIMALAYAN SALT, CELTIC SEA SALT,
MINERAL-RICH SALTS, EPSOM SALTS (FOR BATHING),
OR MAGNESIUM SUPPLEMENTS.

CRAVING STARCHY, COMFORT FOOD?



Squishy, soft, and comforting—these are the qualities of starchy foods like bread, pasta, and even rice. We want to plunge into them when we feel that we need some hand-holding or warm embraces.

Americans are accustomed to having bread products at every meal, and the national recommendation for this food group are the highest, relative to any other.

Perhaps that is due to their comforting quality, but also, if we choose the whole grain sources, we are getting more staying power, more sustenance to help us make it through our day, both of which are needed in hard times.



The next time you feel yourself reaching for that extra piece of bread, think again about what seems hard or trying in your life right now. Where do you need extra comfort and what are healthy ways to help you sustain?



Instead of bread, sink into a support group or talk to a friend. Put your sustaining momentum in the direction of making your life memorable with opportunities that are creative and health-promoting.



SWAP POTATOES, RICE, OR BREAD FOR



CAULIFLOWER RICE, BROCCOLI MASH,
CAULIFLOWER CHEESE, AVOCADO, SALMON,
CRUCIFEROUS VEGETABLES, TUNA, OR
FATHEAD BREAD.

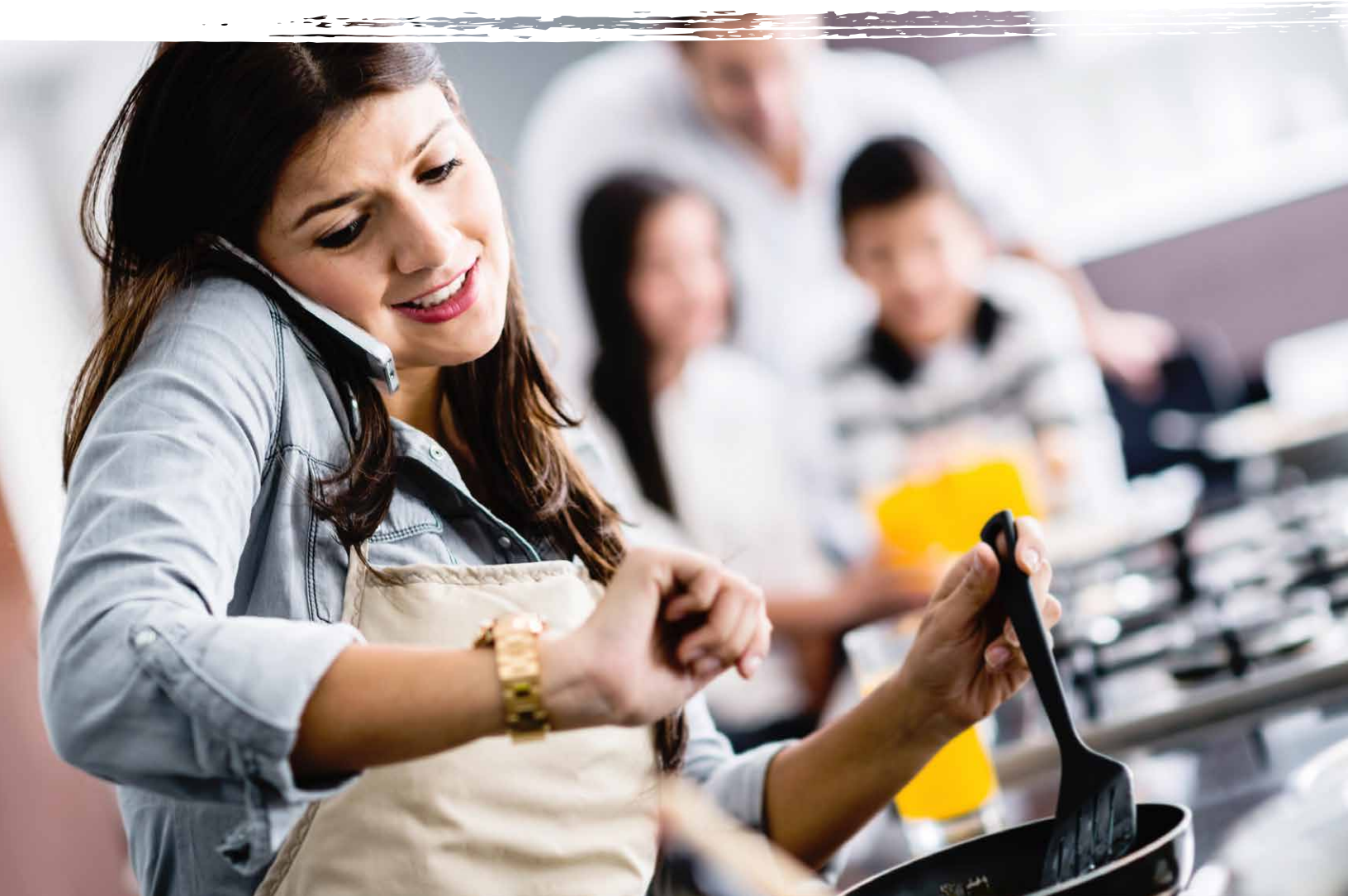
CRAVING SWEET TREATS?



Cravings for sweet breads and pastas are probably the most frequent cravings people confess. When we ask the sugar cravers about what is going on in their lives, they typically get this “you don’t want to know” look in their eyes, and then they rattle on about working too long and hard, crossing off their never-ending to-do list items, and feeling utterly exhausted.

THEY BARELY HAVE ANY TIME TO DO WHAT THEY'D LIKE TO DO.

Usually, they have so little time for themselves that they even forget to eat, causing their blood sugar to become erratic, and, ultimately, resulting in less ability to concentrate and focus on all those tasks they signed up for!

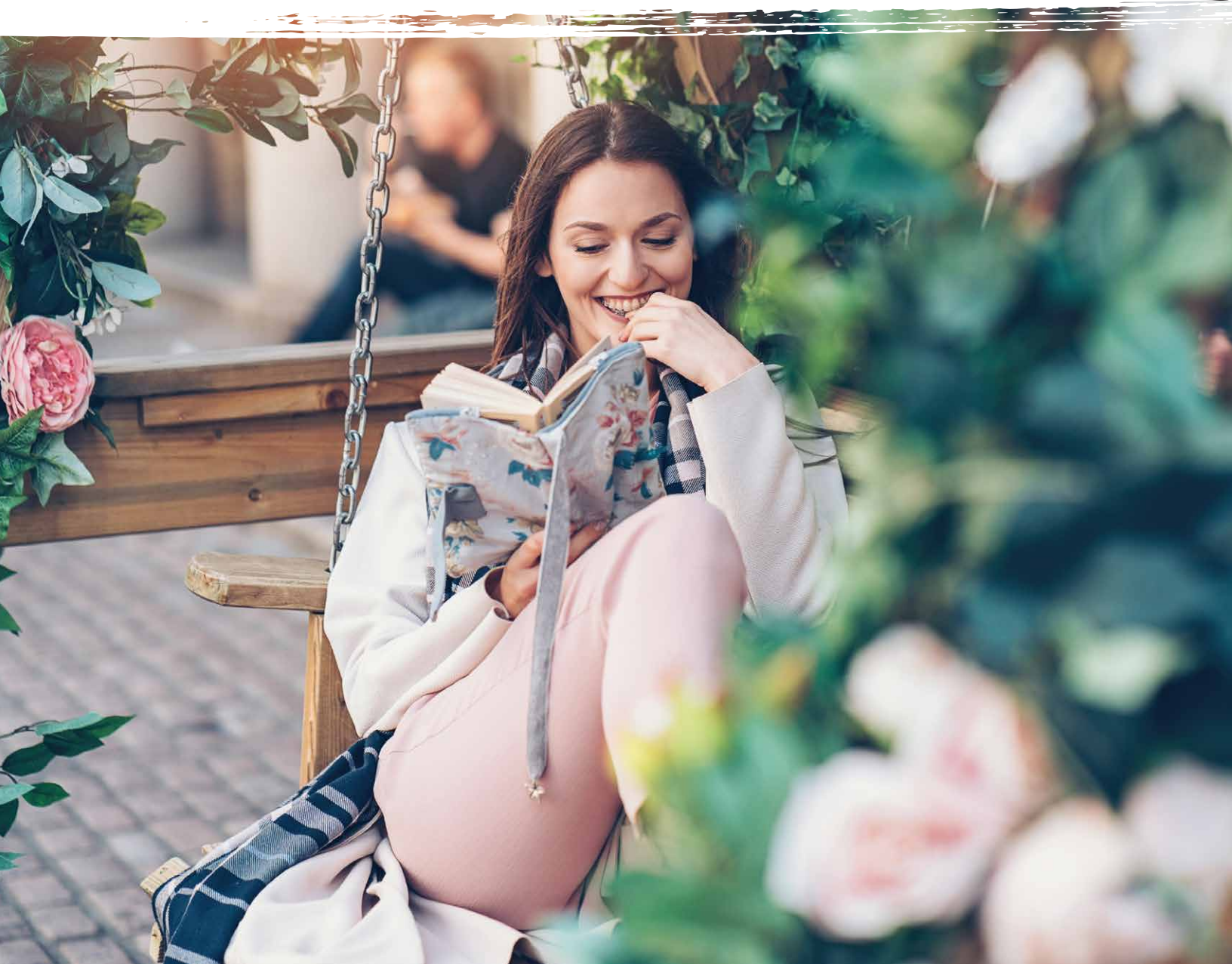


The emotional, symbolic reason for sweet food cravings is because they aren't experiencing the joy or the sweetness in their lives.



ANY TRACE OF JOY HAS EVAPORATED IN
THE FLURRY OF THEIR DAILY GRIND.

What we like to recommend to those with an overwhelming sweet tooth is get your blood sugar into balance by eating more frequent meals, and plan for an activity you enjoy for just 30 minutes per day, whether taking a walk in the park, reading a good book, getting your nails done, or treating yourself to a foot massage.



Once you begin to give yourself permission to have some joy in your life, you won't be on the hunt for those sweet foods to do the trick!



SWAP PASTRIES, CAKES, PIES,
OR SUGAR FOR



FATHEAD DOUGH, COCONUT FLOUR, ALMOND
FLOUR, KETO-FRIENDLY SWEETENERS LIKE
ERYTHRITOL AND MONK FRUIT