



# FOOD GUILT

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## ARTICLE 8

With the heightened amount of people with access to the internet, comes a heightened amount of people with a voice and an audience – particularly in the world of health, fitness and nutrition! The easily accessible information that has been put out there to prompt us to eat a healthier diet has had great benefit, but with it, comes an unintended side effect. Food guilt!

It's ignorant for me to turn around and say “just stop feeling bad after you eat something deemed unhealthy”, so instead, I aim to educate you on the effect it's having on your results.. and why food's with greater calories CAN still be consumed in a weight loss phase, and how it will effect your results (hint: it doesn't mean you will gain fat!)

Have you ever really craved a food – let's use chocolate as an example. So you have a bit of a craving, but you're trying to lose body fat. Instead of eating the chocolate, you grab a handful of nuts to keep you full until your next meal.

They don't do the job. You still want the chocolate bar.

So you eat a chocolate protein bar to satisfy it. It tastes like a protein bar. 15 minutes later you still want the chocolate.

So you cave and eat the chocolate bar.

But this is the L A S T time it'll happen. You're serious about your goals and you are adamant that you'll fight your cravings because you're SERIOUS about this weight loss goal.

Until someone opens a packet of crisps after dinner later in the week.

Now, you've consumed the additional calories of the handful of nuts and the protein bar (which were dissatisfying) ON TOP OF the chocolate. You could've consumed the chocolate and been done with it!

BUT I GET IT! We are all the same! Trainer's and coaches don't have an immunity to cravings. What we do have though, is an understanding of ENERGY BALANCE! And with the previous articles we've released, by now, you should to!

Energy balance is ENERGY IN (calories consumed) vs. ENERGY OUT (calories burnt via BMR, exercise, NEAT and digesting your food). To be in a state of fat loss, you must be in a calorie deficit. So you consume less calories than you are expending. To maintain your weight, energy in is the same as energy out. And in order to gain body fat, you must be consuming more calories than you are expending through all the channels listed above, known as a calorie surplus.

With that refresher in mind, assuming the goal is fat loss... CONSISTENT effort to maintain a calorie deficit is what gets fat loss results - not 1 day, not 1 week, not 1 fortnight of effort. Just like 1 day of ticking all the right boxes won't get you effort over night, 1 day of having a chocolate bar will not be detrimental to your results.

Understanding your relationship with food is a difficult task. Understanding WHY you think these foods are forbidden will help you unpack these preconceived ideas that



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you've absorbed through family influence, through friends, through social media. From there, you can apply your logic and knowledge on Energy Balance and either decide that the food is not "bad", so you can have it on occasion. Or decide that it may just be a habit for you to eat crisps while watching TV.. and it's up to you do decide whether that's a habit you wish to break.. or try and work with.