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Your Food Is Fooling You: How Your Brain Is Hijacked By Sugar, Fat, And Salt

Young Reader's Edition of the *New York Times* Bestseller
The End of Overeating



Your Food Is Fooling You

How Your Brain Is Hijacked by
Sugar, Fat and Salt



DAVID A. KESSLER, M.D.



Synopsis

Teen edition of the New York Times bestseller, *The End of Overeating* Former commissioner of the US Food and Drug Administration David A. Kessler, M.D., argues forcefully that our brain chemistry is being hijacked by the food we eat: that by consuming stimulating combinations of sugar, fat, and salt, we're conditioning our bodies to crave more sugar, fat, and salt "and consigning ourselves to a vicious cycle of overeating. Adapted from the adult trade bestseller *The End of Overeating, Your Food Is Fooling You* is concise and direct and delivers the same message, many of the fascinating case studies, and the same advice for breaking bad eating habits in a voice and format that's accessible, positive, and affirming for teenagers. Young people are at most risk of forming bad eating habits "but they're also highly aware of body image and highly responsive to positive messages about health and diet. *Your Food Is Fooling You* is a readable, authoritative, and entertaining call to action by one of our nation's leading public health figures.

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Customer Reviews

This is a very helpful book. I had read the 2009 book *The End of Overeating* on which this is based.

Dr. David Kessler is one of my heroes...tough, smart, truth-telling. I do think processed foods are shot full of sodium, sugar, and fat, and these make processed foods addictive. And these addictions contribute to the obesity plaguing our country and many countries in the world, with resulting diabetes, heart disease, and other diseases. If we're going to fight these diseases for the many people who suffer from them, we are going to have to address these addictive and unhealthy foods that the food industry is selling us, to our detriment and their profit. Your Food Is Fooling You is addressed to a young adult and teen audience. I really didn't pick up on that. There are a lot of smart teens and young adults out there; it didn't seem that the book was written down. I got a lot out of it and I'm about to celebrate my 55th high school reunion. Thanks, Dr. Kessler.

Good read. Educate yourself on how the food chain is perversely controlled to make you eat more than you need to.

This is a "young reader's edition" of the author's best-selling book, *The End of Overeating*. It is shorter than the original book and the typesetting is done in a way that will be more appealing to younger readers (and perhaps to impatient adult readers). If you are in a hurry to absorb the main points of the presentation, this version is recommended. If you want to read another thoroughly researched report about the effects of processed foods on our brains and our eating habits, I would recommend the book *Salt Sugar Fat* by Michael Moss.

I actually really enjoyed this book. I bought it for a class and only need to read a portion of it but when I got started I could put it down. Very insightful, easy to read and really helped me to make better food choices.

This is a great book for high school students and many college students. The information presented is just enough to get them to search for more information.

This book is a simplified version of the author's book *Salt, Sugar, Fat*. If you own *Salt, Sugar, Fat* then you do not need this book. This book is written for what the author refers to as "younger readers."

EXCELLENT quick read on why 2/3 of our country is overweight or obese, why it is so hard to change habits, and how you might break the cycle. A MUST read for almost anyone dealing with

obesity.

This is quick read with a lot of good practical information and with ways to apply it. I'm a 55 years old male with a 32 inch waste to go along with my lean muscle mass on my 6 ft and 185 lbs frame. This book confirms my eating habits (like the positive and healthy ones outlined in this book) work!!!

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Sugar Detox: How to Cure Sugar Addictions, Stop Sugar Cravings and Lose Weight with Sugar Detox Easy Guide (Include Sugar-free Recipes to Help You Get ... free Recipes, Detox Diet, Detox Cleanse)
Happy Brain: 35 Tips to a Happy Brain: How to Boost Your Oxytocin, Dopamine, Endorphins, and Serotonin (Brain Power, Brain Function, Boost Endorphins, Brain Science, Brain Exercise, Train Your Brain)
Sugar Detox: Beat Sugar Cravings Naturally in 14 Days! Lose Up to 15 Pounds in 14 Days! Step-By-Step Meal Plan And Recipes To Kick Sugar Cravings And ... diet, sugar free diet, low sugar diet,) Sugar Detox: Beat Sugar Cravings Naturally in 30 Days! Lose Up to 15 Pounds in 14 Days, Increase Energy, Boost Metabolism! (Sugar Free Diet, Sugar Detox ... 30 Day Detox, Weight Loss and More Energy)
Diabetes: Reverse type 2 diabetes, lower your blood sugar, and live a healthier life in 12 simple steps (Diabetes, Type 2 Diabetes, Blood Sugar, Sugar, Insulin, Fat, Diet, Unhealthy Diet, Book 5)
Salt Sugar Fat: How the Food Giants Hooked Us Salt Lake City, Utah: Including its History, The Utah Museum of Fine Arts, The Salt Lake Temple, The Bonneville Salt Flats, and More
My Grain & Brain Gluten-free Slow Cooker Cookbook: 101 Gluten-free Slow Cooker Recipes to Boost Brain Power & Lose Belly Fat - A Grain-free, Low Sugar, Low Carb and Wheat-Free Slow Cooker Cookbook
Epsom Salt: The Magic Mineral For - Weight Loss, Eczema, Psoriasis, Gout & Much More! (Yeast Infection, Enema, Acne, Dead Sea Salt, Sea Salt, Magnesium, Natural Hair Care)
Belly Fat: The Healthy Eating Guide to Lose That Stubborn Belly Fat - No Exercise Required (Belly Fat, Healthy eating, weight loss for women, low fat, ... wheat, detox, grain free, gluten free)
BELLY FAT: 40 EFFECTIVE HABITS to BURN BELLY FAT for A SLIM WAIST (Belly Fat, Fat Burning For Women, Weight Loss, Zero Belly Diet, Flat Belly Diet, Abs Diet, Waist Training Workout) (FIT BODY Book 1)
Food Truck Business: How To Start Your Own Food Truck While Growing & Succeeding As Your Own Boss (Food Truck, Food Truck Business, Passive Income, Food ... Truck Startup, Food Truck Business Plan,) Mediterranean Diet: Mediterranean Diet For Diabetes-A Beginners Guide On Weight Loss While Lowering Your Blood Sugar To Reverse Type 2 Diabetes(Mediterranean ... blood sugar diet,the blood sugar solution,) American Heart Association Low-Salt Cookbook, 3rd Edition: A Complete Guide to Reducing

Sodium and Fat in Your Diet (AHA, American Heart Association Low-Salt Cookbook) The American Heart Association Low-Salt Cookbook: A Complete Guide to Reducing Sodium and Fat in Your Diet (AHA, American Heart Association Low-Salt Cookbook) 14-day Zero Sugar detox diet: Sugar detox diet for beginners to Increase energy, smash cravings and lose weight.: Sugar detox diet for beginners to Increase energy, smash cravings and lose weight. Fat, Fiber & Low Sugar Cookbook: Give the Low Sugar High Fiber Diet a Chance - 40 Delicious & Healthy Recipes That Your Family Will Love Fat For Fuel Diet Recipes: 10 Days Ketogenic Meal Plan to help you Combat Cancer, Boost Brain Power, and In-crease Your Energy! Using Low carb, Sugar Free Ketogenic Diet! Fooling Houdini: Magicians, Mentalists, Math Geeks, and the Hidden Powers of the Mind

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