

Glenn Livingston, Ph.D. and Howie Jacobson, Ph.D. on Biggest Food Industry Lies

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Dr. Glenn: Dr. Glenn Livingston with Never Binge Again, and here with Dr. Howard Jacobson from PlantYourself.com. How are you, Howie?

Howie: Excellent. Happy to be here.

Dr. Glenn: And I understand, your middle name is marvelous. It's Howard Marvelous Jacobson?

Howie: Yeah, just like Marvin Hagler.

Dr. Glenn: Okay. Well, today we're here to talk about the four biggest food industry lies. And I'm interested in doing this audio because I believe this is the beginning of the opening of people's minds to the awareness of what's actually happening in our culture that's causing everybody to have an almost irresistible problem with overeating and binge eating. And I'm just going to jump right in if that's okay. Howie, please interrupt me at any time and chime in.

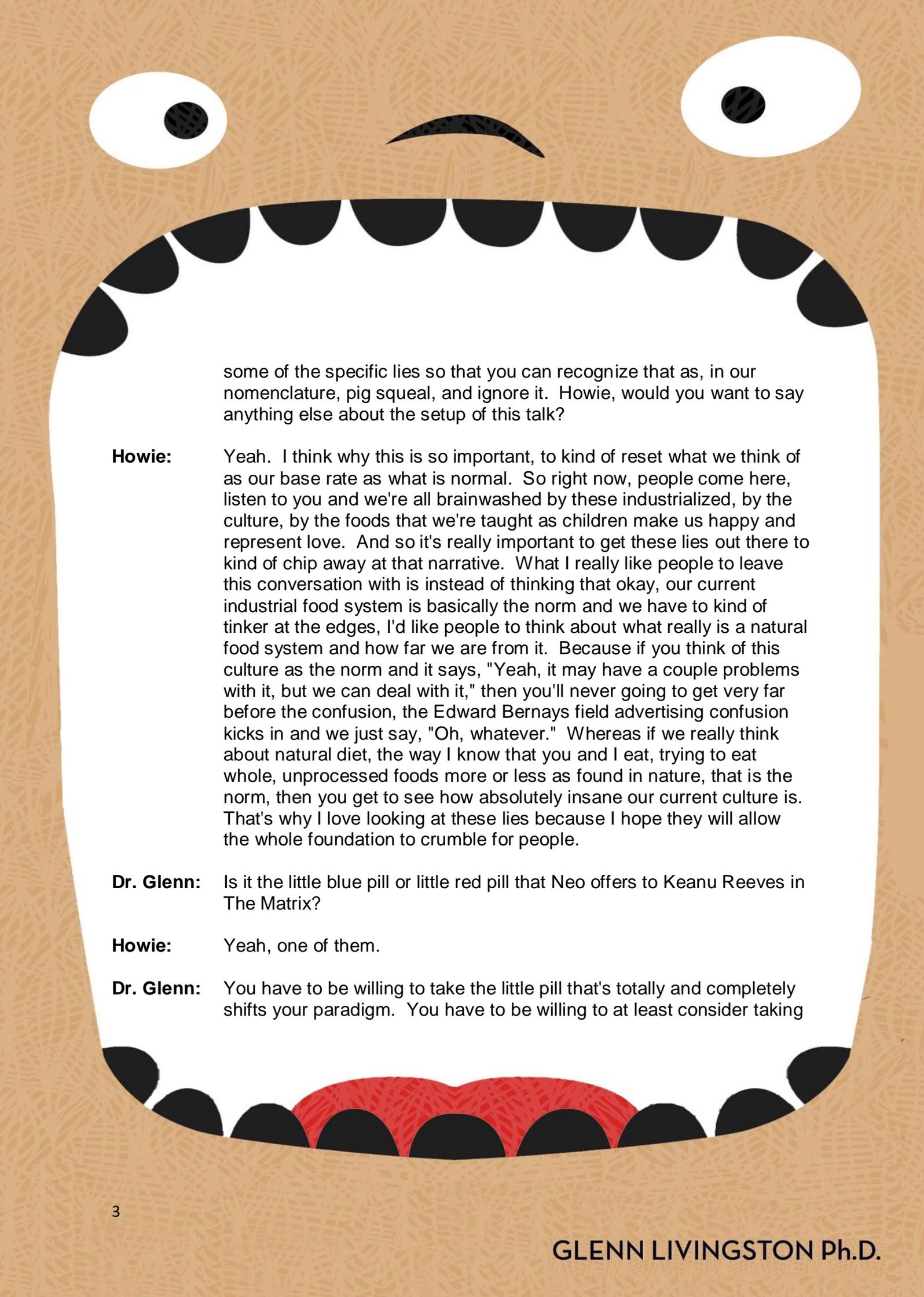
Howie: Yup.



Dr. Glenn: I ran companies which did millions of dollars consulting for big food a long time ago. And what I've learned from that was that there was an awful lot of money to be made by packaging up concentrated forms of sugar, fat, salt, excitotoxins, starch, oils, packaging them all up in a small space, spending billions of dollars to engineer the taste of that to really press our evolutionary buttons; spending billions of dollars more to figure out how to package that so that it looked healthy; spending billions of dollars more to figure out how to advertise that so that people thought that it was healthy. And most people think that advertising doesn't affect them, and the big secret in the advertising industry is that advertising works better when people think it doesn't affect them because then their resistance is down.

And so it's kind of a perfect storm, especially if you combine it with the addiction treatment industry telling you that you can't hope to ever quit. The best you can do is spend one day at a time. And then the advertising industry says, "I bet you can't have just one," and then the food industry packages all of this evolutionary pleasure, which we're not really prepared to deal with, into a small package. And then there are all these rationalizations which people want to be lied to. They really want to be lied to about food because this stuff is so pleasurable. It all kind of brews together to form a perfect storm that makes it very, very difficult for people to stop overeating. But it's entirely possible once you know what's happening and you do some of the traditional simple techniques that we talk about in *Never Binge Again*, but it's extraordinarily tempting and confusing. And these industry lies are all over the place.

And so I wanted to talk about the problem with all those lies that is kind of bypassing our logical brains and decision-making abilities and going right to the lizard brain and I wanted to give you some exposure to



some of the specific lies so that you can recognize that as, in our nomenclature, pig squeal, and ignore it. Howie, would you want to say anything else about the setup of this talk?

Howie: Yeah. I think why this is so important, to kind of reset what we think of as our base rate as what is normal. So right now, people come here, listen to you and we're all brainwashed by these industrialized, by the culture, by the foods that we're taught as children make us happy and represent love. And so it's really important to get these lies out there to kind of chip away at that narrative. What I really like people to leave this conversation with is instead of thinking that okay, our current industrial food system is basically the norm and we have to kind of tinker at the edges, I'd like people to think about what really is a natural food system and how far we are from it. Because if you think of this culture as the norm and it says, "Yeah, it may have a couple problems with it, but we can deal with it," then you'll never going to get very far before the confusion, the Edward Bernays field advertising confusion kicks in and we just say, "Oh, whatever." Whereas if we really think about natural diet, the way I know that you and I eat, trying to eat whole, unprocessed foods more or less as found in nature, that is the norm, then you get to see how absolutely insane our current culture is. That's why I love looking at these lies because I hope they will allow the whole foundation to crumble for people.

Dr. Glenn: Is it the little blue pill or little red pill that Neo offers to Keanu Reeves in The Matrix?

Howie: Yeah, one of them.

Dr. Glenn: You have to be willing to take the little pill that's totally and completely shifts your paradigm. You have to be willing to at least consider taking

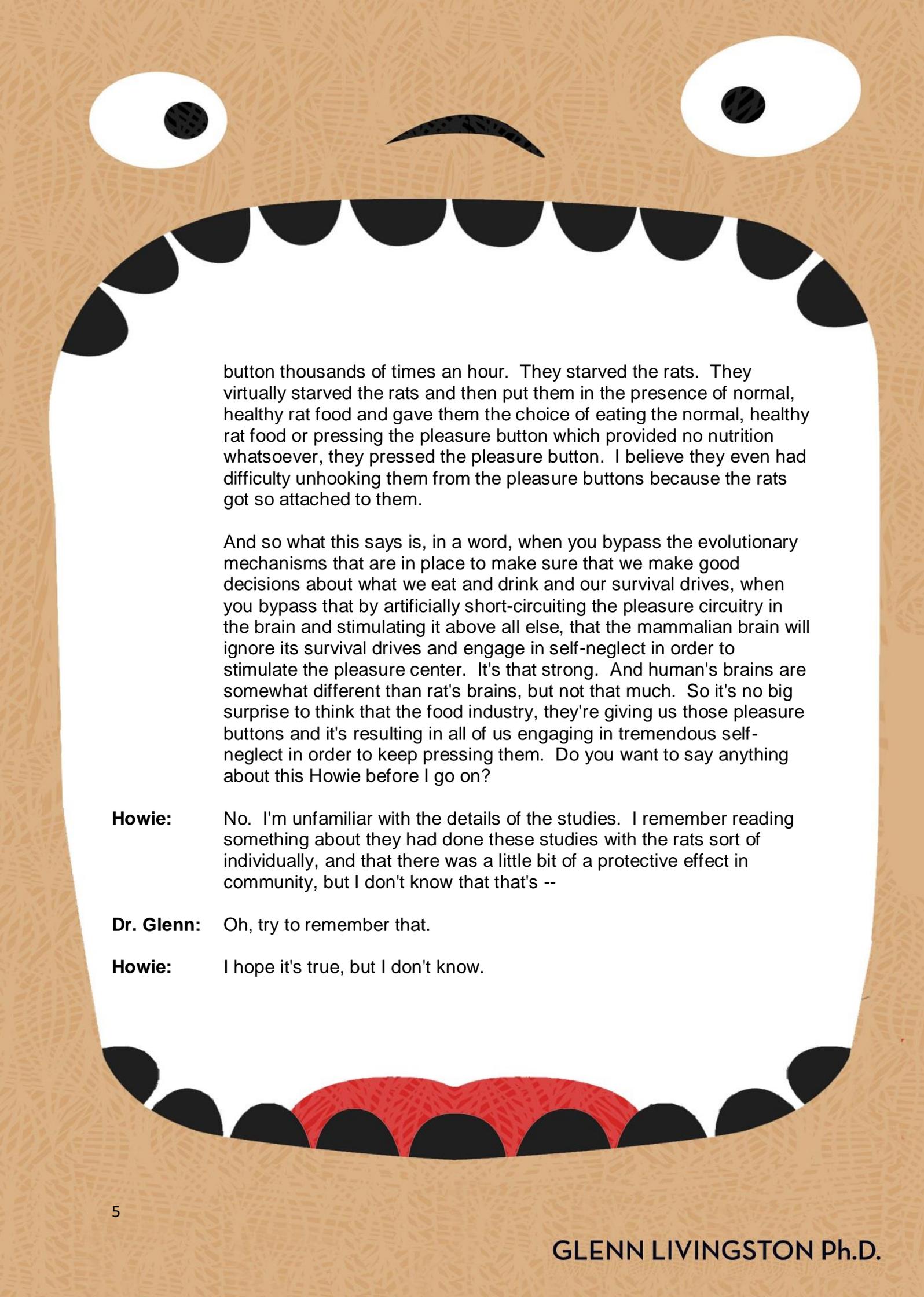


that pill in order to step aside. And then it's relatively easy. I mean, it's not incredibly easy, but it's relatively easy and life is much better. So I absolutely agree with what Howie is saying. We're looking to help you make a paradigm shift.

And I want to start with a series of studies done by Milner and Olds in the late '50s and early '60s. And these were studies on rats. And whether this is ethical or not, it's questionable to do this type of animal studies, but they were done. And these studies really demonstrated what happens to the mammalian brain when we bypass the logical decision-making portion of the brain and go right to the stimulation of the pleasure center. And in the Milner and Olds study, what they did was they wired electrodes into the portion of the brain -- I think it was part of the hypothalamus. I forgot exactly where it is. But it doesn't really matter. It was the pleasure centre of the brain.

And they connected that electrode to a lever that the rats can press themselves. And the first thing that they discovered was that those rats would press those buttons thousands of times per hour. That's all they wanted to do. And they said, "Wow! This must really, really be pleasurable. Let's see what will these rats ignore, how pleasurable is it." And so they tried to set up a series of other normal pleasures, survival related pleasures and see if the rats would ignore them in order to press the button thousands of times per hour. They took nursing mothers to see if those nursing mothers would ignore their pups, their little rat pups in order to press the button, and they did. So they let their babies starve in order to press the pleasure button.

They put the pleasure button on the other side of an extremely painful electrical grid to see if the rats would cross the grid and endure the pain to get to that pleasure center. And they did so they can press the



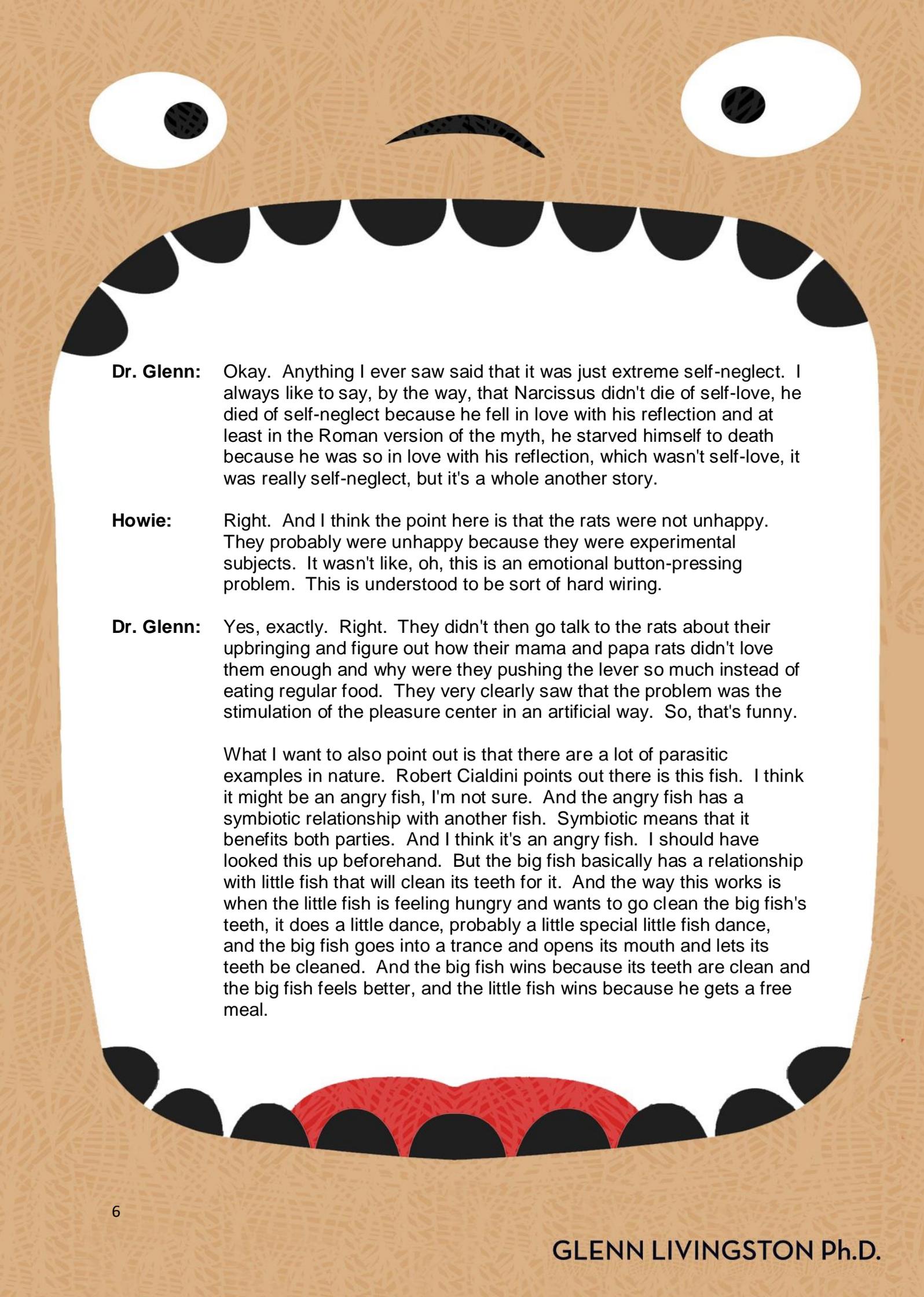
button thousands of times an hour. They starved the rats. They virtually starved the rats and then put them in the presence of normal, healthy rat food and gave them the choice of eating the normal, healthy rat food or pressing the pleasure button which provided no nutrition whatsoever, they pressed the pleasure button. I believe they even had difficulty unhooking them from the pleasure buttons because the rats got so attached to them.

And so what this says is, in a word, when you bypass the evolutionary mechanisms that are in place to make sure that we make good decisions about what we eat and drink and our survival drives, when you bypass that by artificially short-circuiting the pleasure circuitry in the brain and stimulating it above all else, that the mammalian brain will ignore its survival drives and engage in self-neglect in order to stimulate the pleasure center. It's that strong. And human's brains are somewhat different than rat's brains, but not that much. So it's no big surprise to think that the food industry, they're giving us those pleasure buttons and it's resulting in all of us engaging in tremendous self-neglect in order to keep pressing them. Do you want to say anything about this Howie before I go on?

Howie: No. I'm unfamiliar with the details of the studies. I remember reading something about they had done these studies with the rats sort of individually, and that there was a little bit of a protective effect in community, but I don't know that that's --

Dr. Glenn: Oh, try to remember that.

Howie: I hope it's true, but I don't know.



Dr. Glenn: Okay. Anything I ever saw said that it was just extreme self-neglect. I always like to say, by the way, that Narcissus didn't die of self-love, he died of self-neglect because he fell in love with his reflection and at least in the Roman version of the myth, he starved himself to death because he was so in love with his reflection, which wasn't self-love, it was really self-neglect, but it's a whole another story.

Howie: Right. And I think the point here is that the rats were not unhappy. They probably were unhappy because they were experimental subjects. It wasn't like, oh, this is an emotional button-pressing problem. This is understood to be sort of hard wiring.

Dr. Glenn: Yes, exactly. Right. They didn't then go talk to the rats about their upbringing and figure out how their mama and papa rats didn't love them enough and why were they pushing the lever so much instead of eating regular food. They very clearly saw that the problem was the stimulation of the pleasure center in an artificial way. So, that's funny.

What I want to also point out is that there are a lot of parasitic examples in nature. Robert Cialdini points out there is this fish. I think it might be an angry fish, I'm not sure. And the angry fish has a symbiotic relationship with another fish. Symbiotic means that it benefits both parties. And I think it's an angry fish. I should have looked this up beforehand. But the big fish basically has a relationship with little fish that will clean its teeth for it. And the way this works is when the little fish is feeling hungry and wants to go clean the big fish's teeth, it does a little dance, probably a little special little fish dance, and the big fish goes into a trance and opens its mouth and lets its teeth be cleaned. And the big fish wins because its teeth are clean and the big fish feels better, and the little fish wins because he gets a free meal.



Now, there's another fish that figured out that it could mimic what the little fish was doing and get the big fish to go into a trance. And this other fish, called as the parasite fish, does this dance and the big fish goes into a trance and the parasite fish runs in and takes a bite out of the big fish while the big fish is in a trance. That shows you that there are natural processes that parasites that are competing for resources can exploit in nature in order to essentially put you in a trance and take a bite out of you. And I think that that's what's happening in the food industry to a certain extent. I'm not naming any particular names because I don't want to get into trouble, but I really do think this is what's happening.

I think that they've engineered these pleasure buttons that put us in a trance, and they're taking a bite out of us while it's happening. And I just want to give you some examples of how this works. I'm going to give you four examples. These are not the only examples. But one example is if it looks healthy, it must be healthy. This is the equivalent of doing the healthy looking dance. And I was very good friends with one of the VPs of a major vitamin bar manufacturer, a major snack bar manufacturer, who explained to me that the real insight that skyrocketed their profits was to stop focusing on making the bars so nutritious -- so they actually took the vitamins out of the bar so they would taste better -- and they focused instead in making the packaging look more delicious. So they had all this different coloring and they kind of worked on the shininess and the graphic design.

So basically, they're taking advantage of the evolutionary mechanism in the brain that looks for vibrancy and diversity and color in order to signal the availability of nutrients. But then the nutrients aren't really there. They're actually kind of taking a bite out of us and they kind of



faked the taste of the nutrients and they faked the deliciousness using things that taste sweet and crunchy and et cetera, et cetera, et cetera.

So, if it looks healthy, it must be healthy. There are billions of dollars that go into packaging that fool us into thinking that there actually are nutrients available that aren't. Similarly, there's a whole industry involved in food preparation for photography. So before a commercial is shot, they shoot it up with non-edible -- this is not meant for eating, but they shoot it up with non-edible chemicals and plumpers and paint and things that make it look mouth-watering. But if you took a bite out of that, you wouldn't be killing yourself slowly, you probably would be killing yourself quickly. It's solely for the purpose of taking a picture of it. If it looks healthy, it must be healthy.

Howie: And that's the same principle as makeup, right?

Dr. Glenn: Yeah.

Howie: Right. We have these search images of health in our mates, health in our natural environment. It all gets hijacked. One of the things I think is interesting, actually I was thinking about when you're talking about the parasite fish, is if you just tell that story to people, even though you're telling it as a morality-free science story, I think everyone is going like, "That parasite fish is an a-hole."

Dr. Glenn: Right.

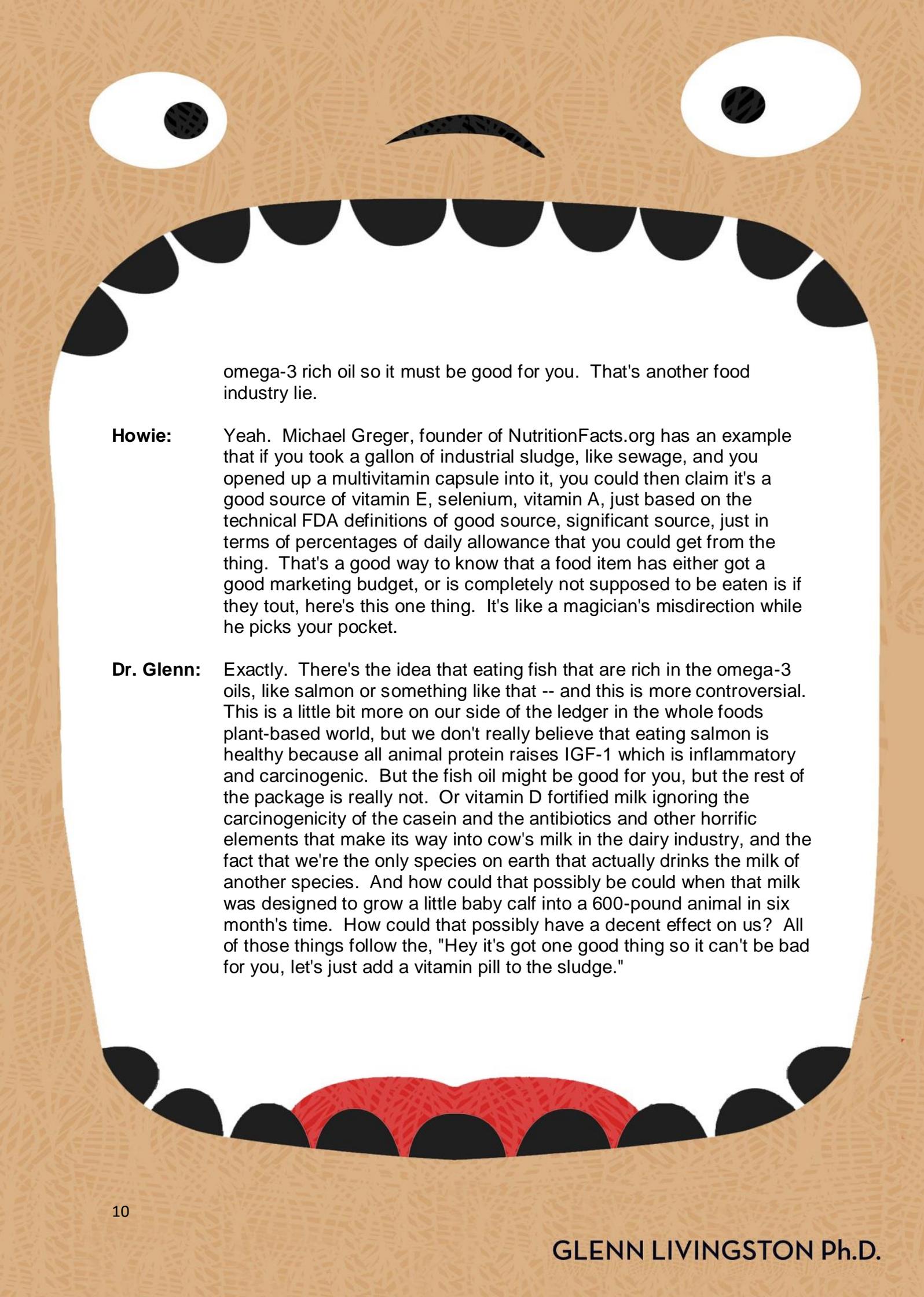
Howie: So I think it's useful to have a visceral reaction to that kind of subterfuge and taking advantage of our good and trusting nature when we think of like, who are the players here?



Dr. Glenn: If somebody is listening to this and wants to give back to me, send me a T-shirt that says "That parasite fish is an a-hole." Agreed. And similarly, not everything in a health food store is healthy. You walk into a health food store and there's usually a lot of produce and it smells good and the colors are usually very green. But if you walk up in the aisles, you can do a lot of damage to your health from products in that health food store. And most people don't have time to think this all through and they really want to believe they're doing something healthy, so they're looking for shortcuts. And the shortcut is, well, the packaging looks good, or, it's coming from a health food store so it must be healthy, but it's not.

Another big lie in the food industry is that if there's one good ingredient, it can't be bad for you. I remember a long time ago doing a big study on salad dressings to see what health claims they could make that people would be most interested in. And it turned out that if you added a bunch of vitamin E, or you added some -- at that time they were looking at oatmeal -- oatmeal is a big deal of reducing cholesterol, that people would essentially ignore all the sodium or oil or all the other things that might not be good for you in that salad dressing because well, this is made with oatmeal, or this is made with vitamin E, or this is made with Vitamin C, or something like that.

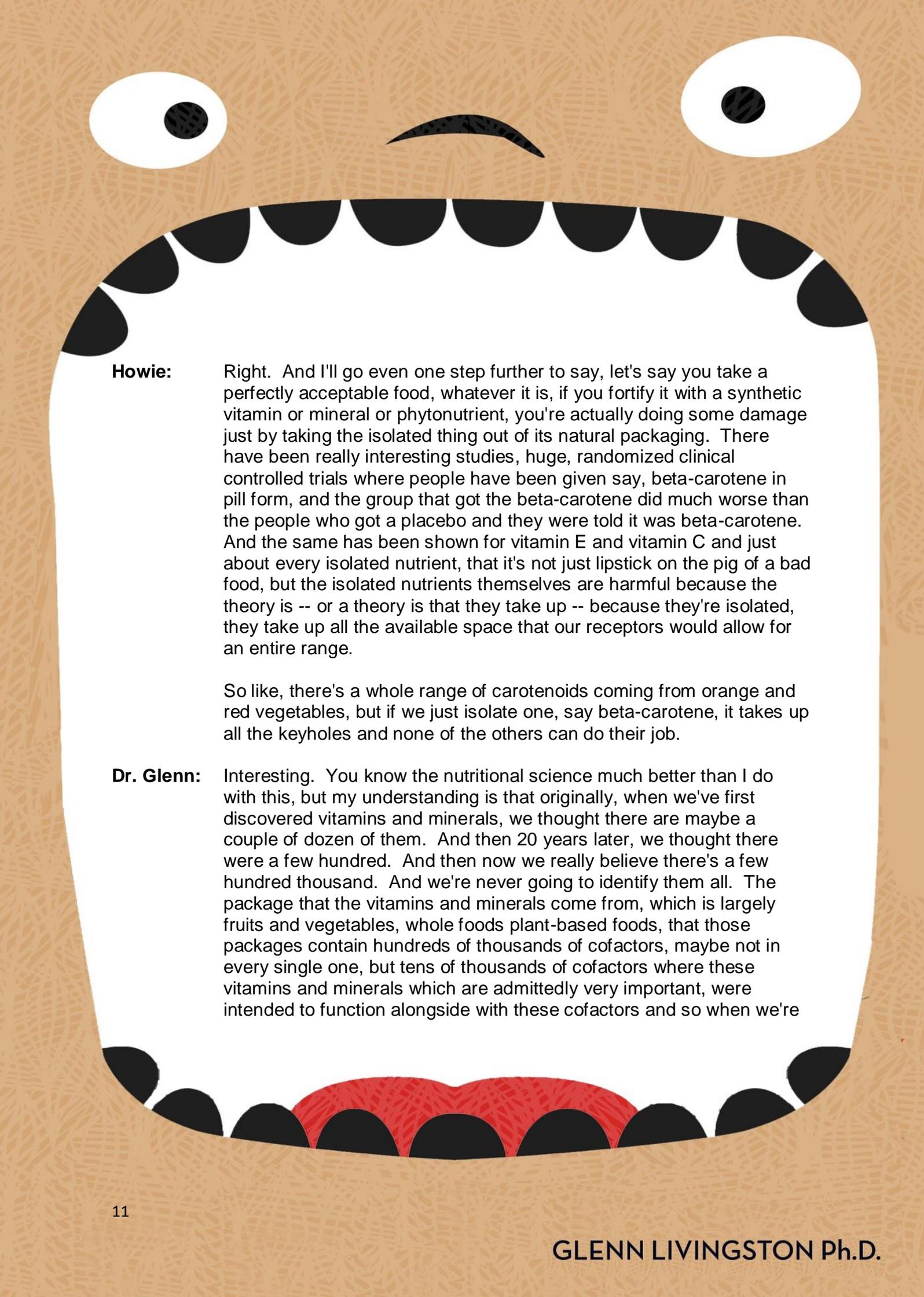
I'll give you a couple of other examples. I've seen potato chips that have omega-3 claims on them. They've added some omega-3 oils or they've fried the chips in canola oil or some type of omega-3 rich oil. And that totally ignores the fact that all of these acrylamides and other carcinogenic chemicals are created during the frying process, that the concentration of calories from the oil without nutrition, the concentration of extra salt and everything else that goes into potato chip is extraordinarily damaging to the individual, but it was made with this



omega-3 rich oil so it must be good for you. That's another food industry lie.

Howie: Yeah. Michael Greger, founder of NutritionFacts.org has an example that if you took a gallon of industrial sludge, like sewage, and you opened up a multivitamin capsule into it, you could then claim it's a good source of vitamin E, selenium, vitamin A, just based on the technical FDA definitions of good source, significant source, just in terms of percentages of daily allowance that you could get from the thing. That's a good way to know that a food item has either got a good marketing budget, or is completely not supposed to be eaten is if they tout, here's this one thing. It's like a magician's misdirection while he picks your pocket.

Dr. Glenn: Exactly. There's the idea that eating fish that are rich in the omega-3 oils, like salmon or something like that -- and this is more controversial. This is a little bit more on our side of the ledger in the whole foods plant-based world, but we don't really believe that eating salmon is healthy because all animal protein raises IGF-1 which is inflammatory and carcinogenic. But the fish oil might be good for you, but the rest of the package is really not. Or vitamin D fortified milk ignoring the carcinogenicity of the casein and the antibiotics and other horrific elements that make its way into cow's milk in the dairy industry, and the fact that we're the only species on earth that actually drinks the milk of another species. And how could that possibly be could when that milk was designed to grow a little baby calf into a 600-pound animal in six month's time. How could that possibly have a decent effect on us? All of those things follow the, "Hey it's got one good thing so it can't be bad for you, let's just add a vitamin pill to the sludge."



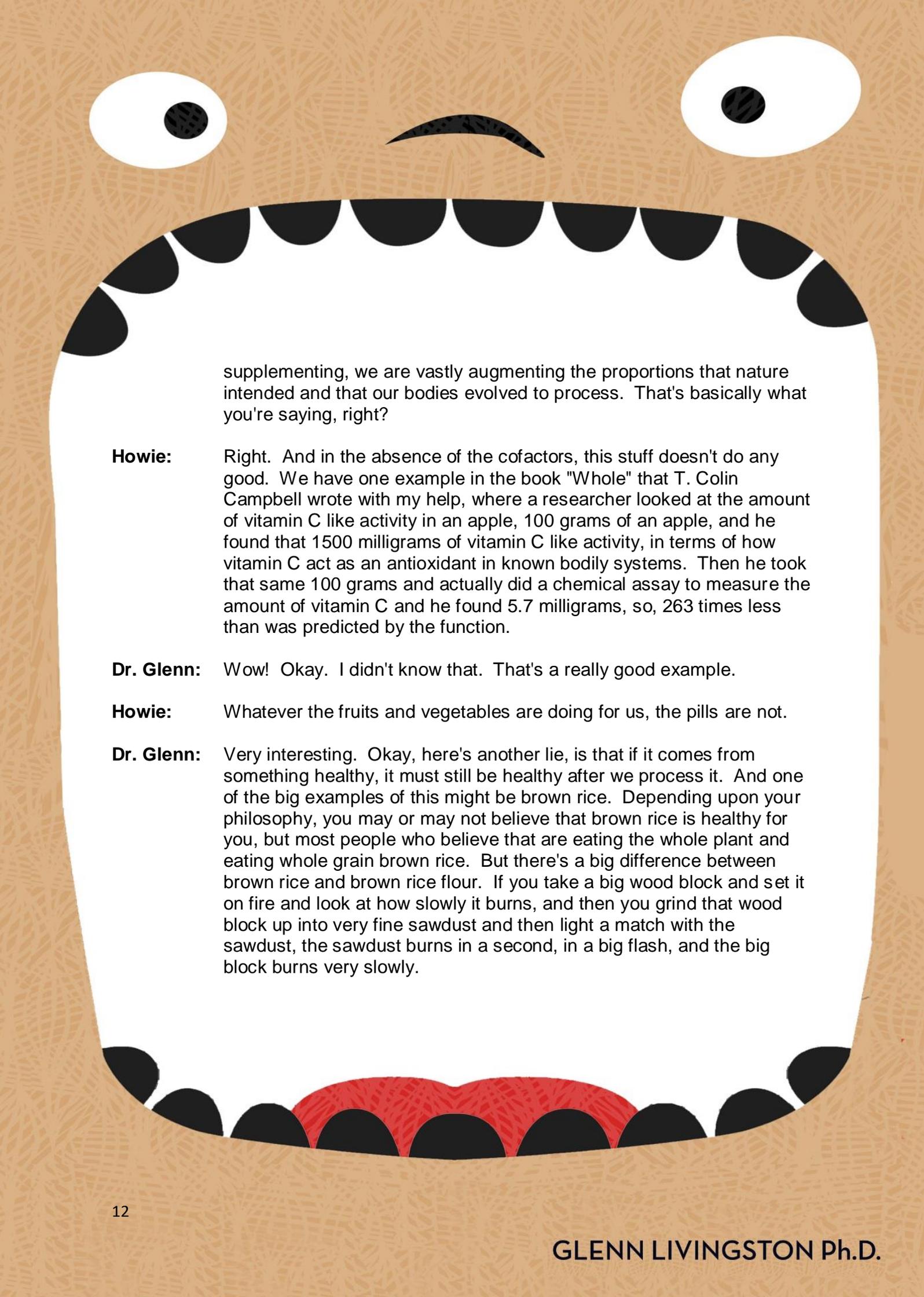
Howie:

Right. And I'll go even one step further to say, let's say you take a perfectly acceptable food, whatever it is, if you fortify it with a synthetic vitamin or mineral or phytonutrient, you're actually doing some damage just by taking the isolated thing out of its natural packaging. There have been really interesting studies, huge, randomized clinical controlled trials where people have been given say, beta-carotene in pill form, and the group that got the beta-carotene did much worse than the people who got a placebo and they were told it was beta-carotene. And the same has been shown for vitamin E and vitamin C and just about every isolated nutrient, that it's not just lipstick on the pig of a bad food, but the isolated nutrients themselves are harmful because the theory is -- or a theory is that they take up -- because they're isolated, they take up all the available space that our receptors would allow for an entire range.

So like, there's a whole range of carotenoids coming from orange and red vegetables, but if we just isolate one, say beta-carotene, it takes up all the keyholes and none of the others can do their job.

Dr. Glenn:

Interesting. You know the nutritional science much better than I do with this, but my understanding is that originally, when we've first discovered vitamins and minerals, we thought there are maybe a couple of dozen of them. And then 20 years later, we thought there were a few hundred. And then now we really believe there's a few hundred thousand. And we're never going to identify them all. The package that the vitamins and minerals come from, which is largely fruits and vegetables, whole foods plant-based foods, that those packages contain hundreds of thousands of cofactors, maybe not in every single one, but tens of thousands of cofactors where these vitamins and minerals which are admittedly very important, were intended to function alongside with these cofactors and so when we're



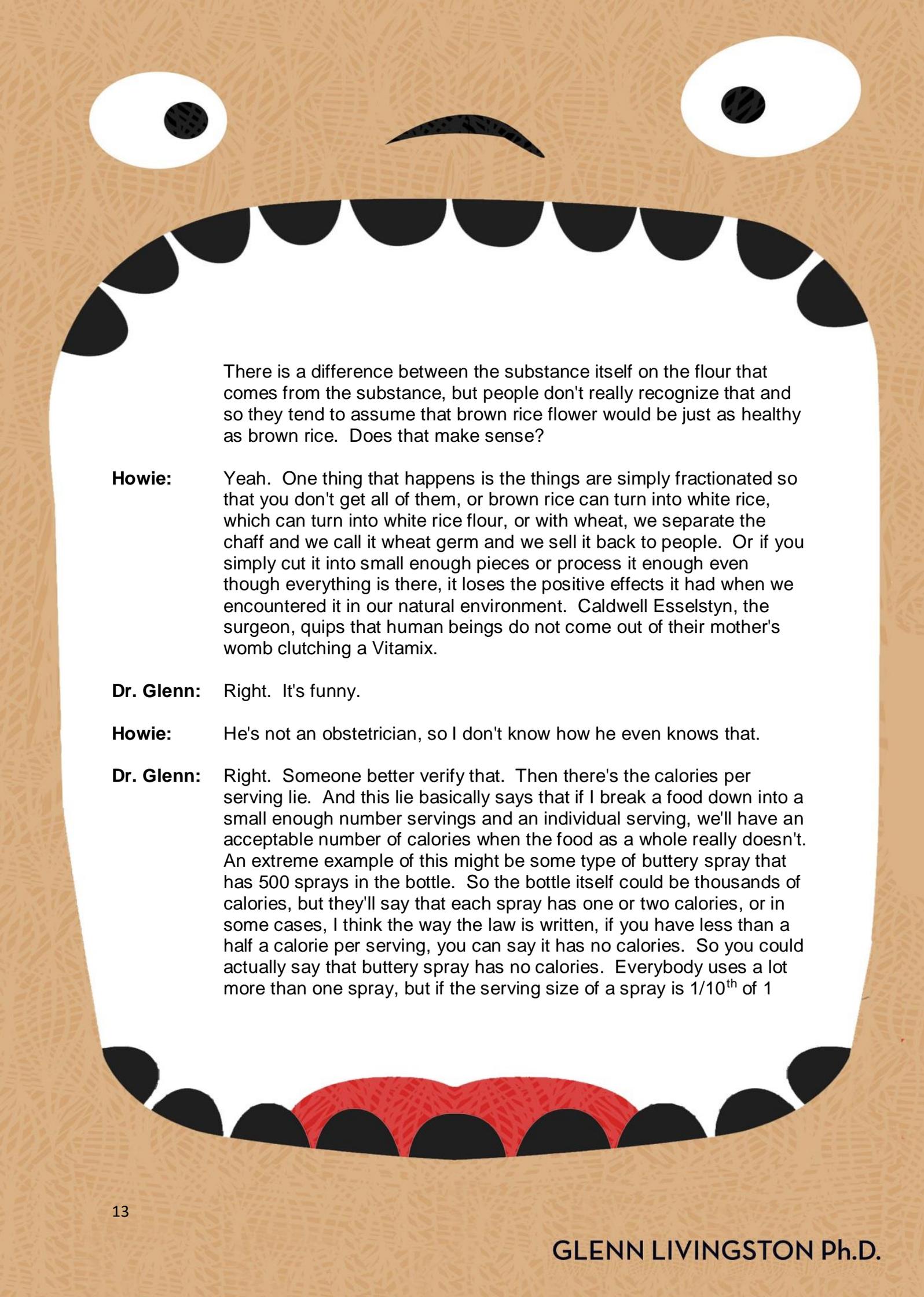
supplementing, we are vastly augmenting the proportions that nature intended and that our bodies evolved to process. That's basically what you're saying, right?

Howie: Right. And in the absence of the cofactors, this stuff doesn't do any good. We have one example in the book "Whole" that T. Colin Campbell wrote with my help, where a researcher looked at the amount of vitamin C like activity in an apple, 100 grams of an apple, and he found that 1500 milligrams of vitamin C like activity, in terms of how vitamin C act as an antioxidant in known bodily systems. Then he took that same 100 grams and actually did a chemical assay to measure the amount of vitamin C and he found 5.7 milligrams, so, 263 times less than was predicted by the function.

Dr. Glenn: Wow! Okay. I didn't know that. That's a really good example.

Howie: Whatever the fruits and vegetables are doing for us, the pills are not.

Dr. Glenn: Very interesting. Okay, here's another lie, is that if it comes from something healthy, it must still be healthy after we process it. And one of the big examples of this might be brown rice. Depending upon your philosophy, you may or may not believe that brown rice is healthy for you, but most people who believe that are eating the whole plant and eating whole grain brown rice. But there's a big difference between brown rice and brown rice flour. If you take a big wood block and set it on fire and look at how slowly it burns, and then you grind that wood block up into very fine sawdust and then light a match with the sawdust, the sawdust burns in a second, in a big flash, and the big block burns very slowly.



There is a difference between the substance itself on the flour that comes from the substance, but people don't really recognize that and so they tend to assume that brown rice flour would be just as healthy as brown rice. Does that make sense?

Howie: Yeah. One thing that happens is the things are simply fractionated so that you don't get all of them, or brown rice can turn into white rice, which can turn into white rice flour, or with wheat, we separate the chaff and we call it wheat germ and we sell it back to people. Or if you simply cut it into small enough pieces or process it enough even though everything is there, it loses the positive effects it had when we encountered it in our natural environment. Caldwell Esselstyn, the surgeon, quips that human beings do not come out of their mother's womb clutching a Vitamix.

Dr. Glenn: Right. It's funny.

Howie: He's not an obstetrician, so I don't know how he even knows that.

Dr. Glenn: Right. Someone better verify that. Then there's the calories per serving lie. And this lie basically says that if I break a food down into a small enough number servings and an individual serving, we'll have an acceptable number of calories when the food as a whole really doesn't. An extreme example of this might be some type of buttery spray that has 500 sprays in the bottle. So the bottle itself could be thousands of calories, but they'll say that each spray has one or two calories, or in some cases, I think the way the law is written, if you have less than a half a calorie per serving, you can say it has no calories. So you could actually say that buttery spray has no calories. Everybody uses a lot more than one spray, but if the serving size of a spray is 1/10th of 1



gram and there's less than a half a calorie in that, then the industry can say that that buttery spray has no calories per serving.

Basically, people don't have the time to do the math and so they let the industry do the math for them and you're maybe getting fooled if you're letting that happen.

Howie: Yeah. In fact, the buttery spray industry or the oil spray industry doesn't list serving size by weight, they list it by time. Typical spray time would be a third of a second or a quarter of a second.

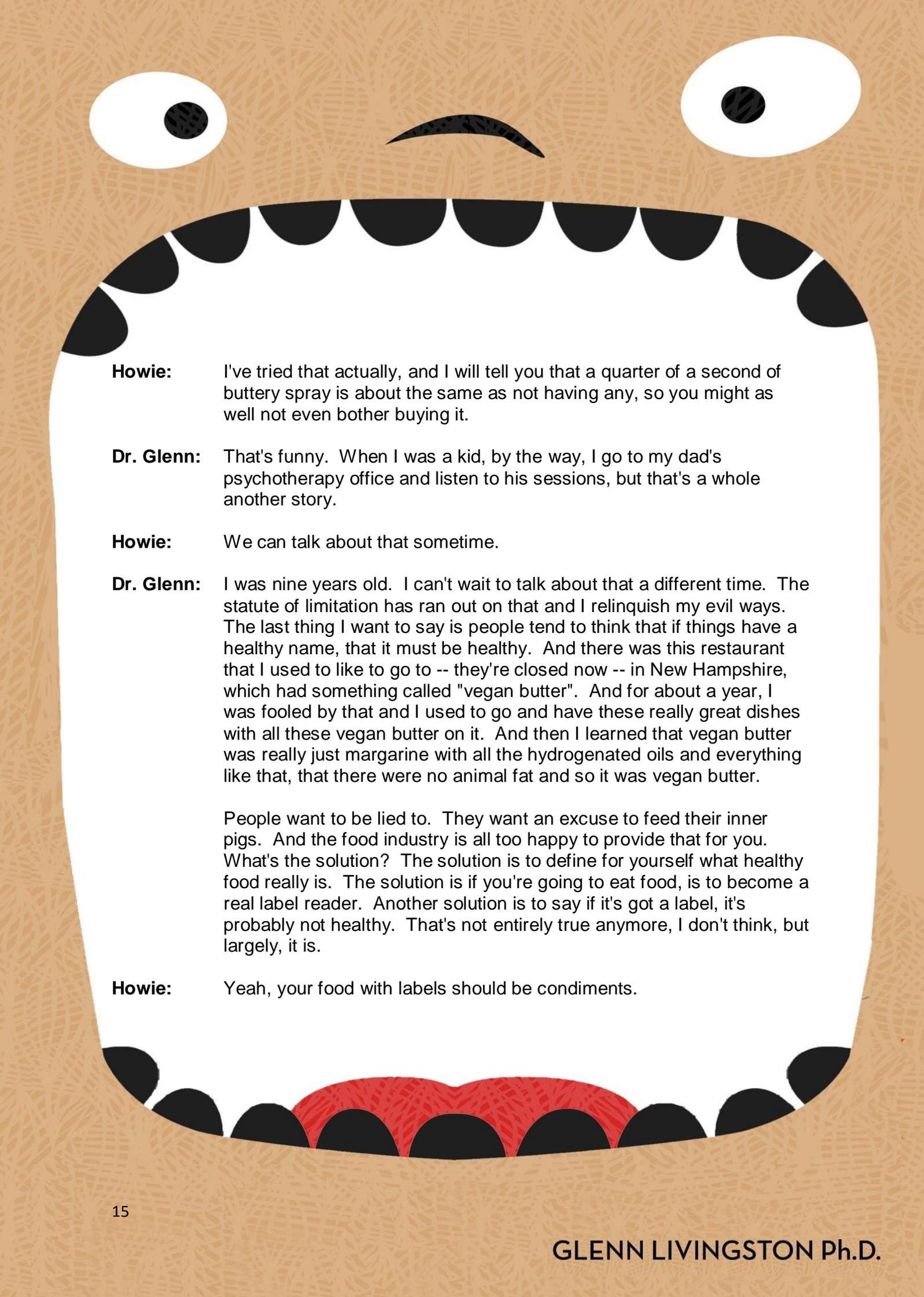
Dr. Glenn: I didn't know that.

Howie: Yeah. If you look on the can of one of these sprays, you'll see that the serving size is a matter of time. When I see people spraying their pans, it's a matter of four or five seconds, not a quarter of a second.

Dr. Glenn: Are we even capable of measuring a quarter of a second spray? Are we even capable of thin slicing time down to a quarter of a second as a human being without an atomic clock or something like that? I don't know.

Howie: When I was really bored as a kid and I had like this old Seiko watch that my father gave me when he got a better one, it had this stopwatch on it, I would practice pressing the start/stop button as quickly as I can to see how fast I could get it.

Dr. Glenn: So maybe you're the world's only human who could have a quarter of a spray of a buttery spray. That's funny.



Howie: I've tried that actually, and I will tell you that a quarter of a second of buttery spray is about the same as not having any, so you might as well not even bother buying it.

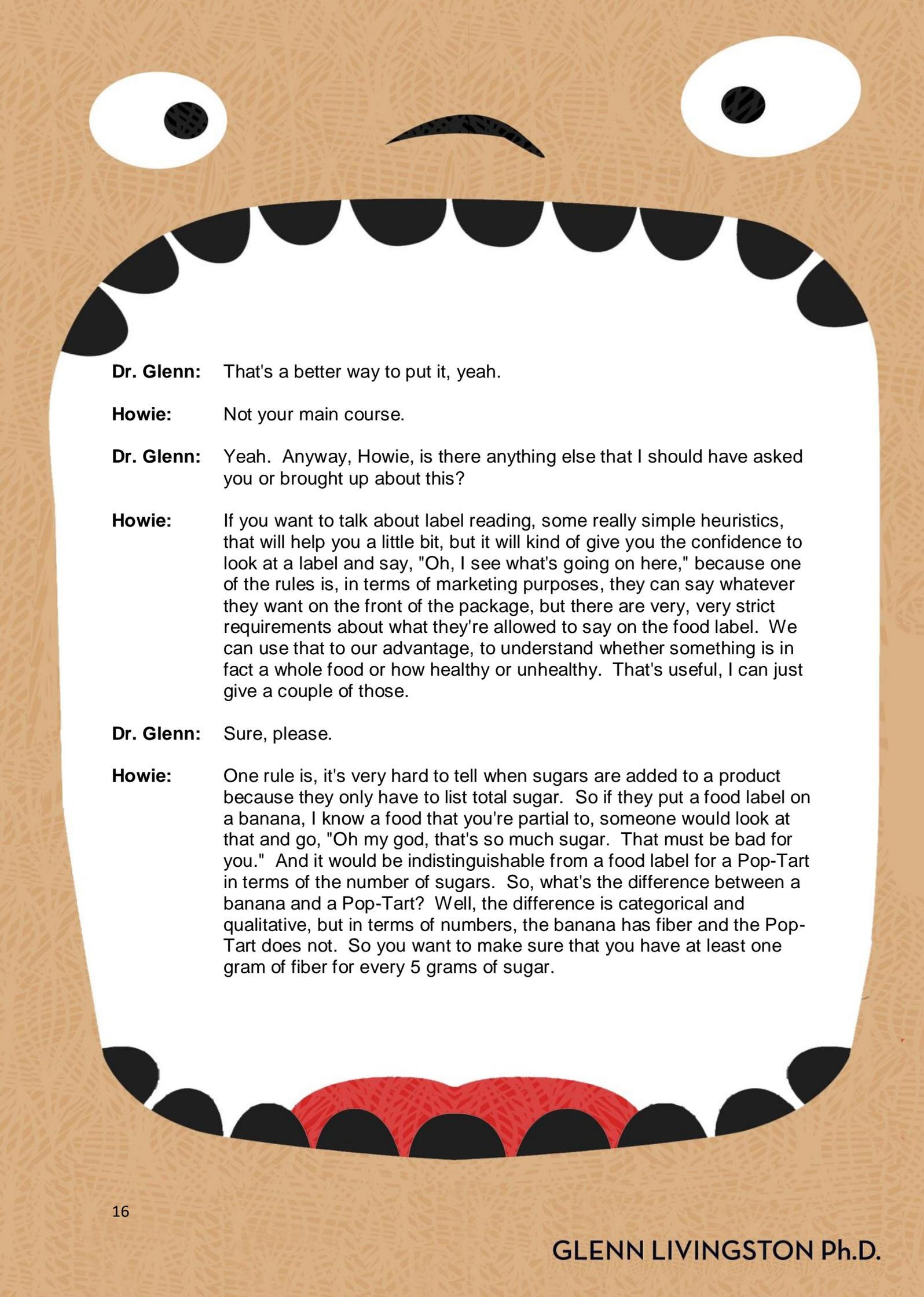
Dr. Glenn: That's funny. When I was a kid, by the way, I go to my dad's psychotherapy office and listen to his sessions, but that's a whole another story.

Howie: We can talk about that sometime.

Dr. Glenn: I was nine years old. I can't wait to talk about that a different time. The statute of limitation has ran out on that and I relinquish my evil ways. The last thing I want to say is people tend to think that if things have a healthy name, that it must be healthy. And there was this restaurant that I used to like to go to -- they're closed now -- in New Hampshire, which had something called "vegan butter". And for about a year, I was fooled by that and I used to go and have these really great dishes with all these vegan butter on it. And then I learned that vegan butter was really just margarine with all the hydrogenated oils and everything like that, that there were no animal fat and so it was vegan butter.

People want to be lied to. They want an excuse to feed their inner pigs. And the food industry is all too happy to provide that for you. What's the solution? The solution is to define for yourself what healthy food really is. The solution is if you're going to eat food, is to become a real label reader. Another solution is to say if it's got a label, it's probably not healthy. That's not entirely true anymore, I don't think, but largely, it is.

Howie: Yeah, your food with labels should be condiments.



Dr. Glenn: That's a better way to put it, yeah.

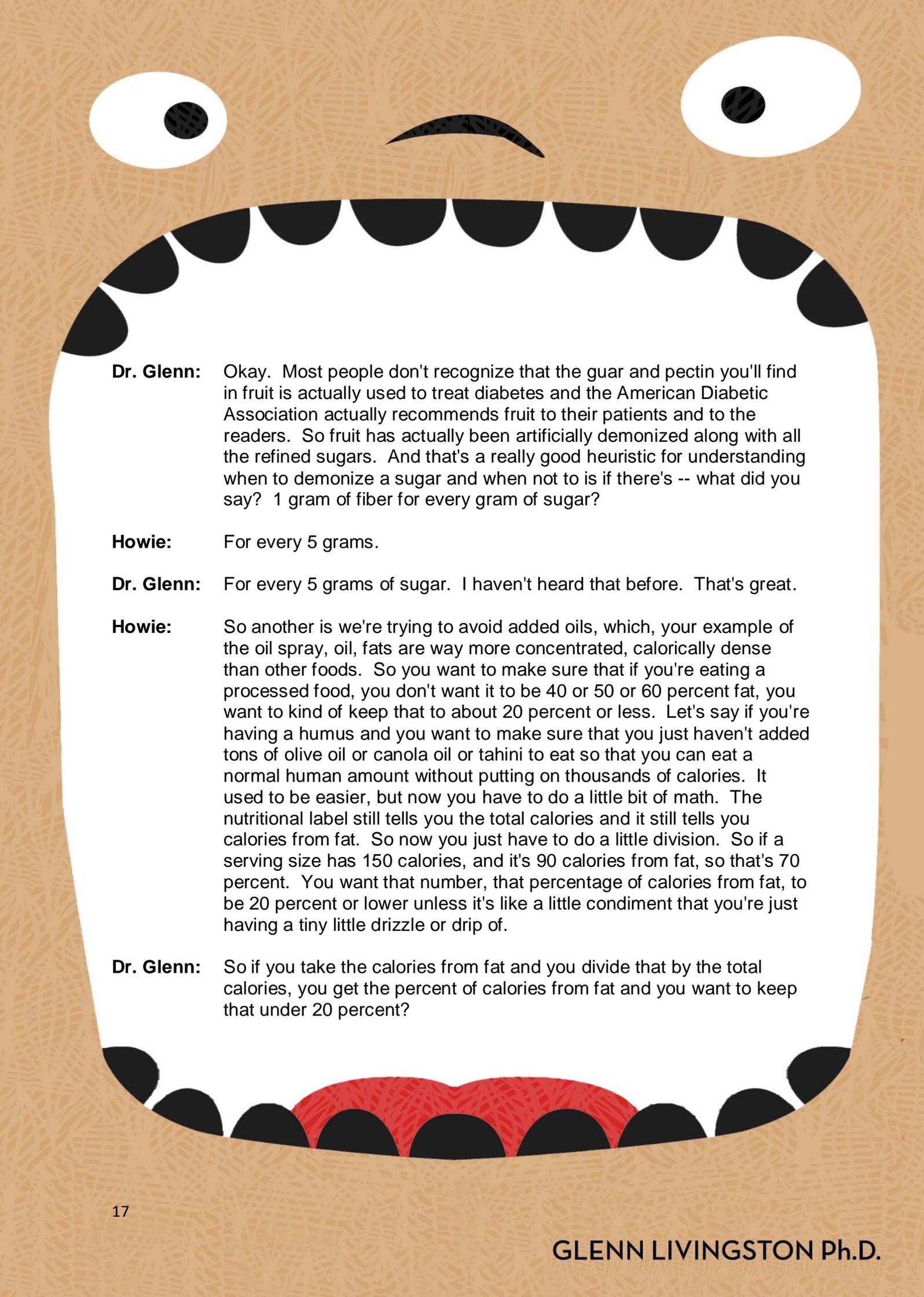
Howie: Not your main course.

Dr. Glenn: Yeah. Anyway, Howie, is there anything else that I should have asked you or brought up about this?

Howie: If you want to talk about label reading, some really simple heuristics, that will help you a little bit, but it will kind of give you the confidence to look at a label and say, "Oh, I see what's going on here," because one of the rules is, in terms of marketing purposes, they can say whatever they want on the front of the package, but there are very, very strict requirements about what they're allowed to say on the food label. We can use that to our advantage, to understand whether something is in fact a whole food or how healthy or unhealthy. That's useful, I can just give a couple of those.

Dr. Glenn: Sure, please.

Howie: One rule is, it's very hard to tell when sugars are added to a product because they only have to list total sugar. So if they put a food label on a banana, I know a food that you're partial to, someone would look at that and go, "Oh my god, that's so much sugar. That must be bad for you." And it would be indistinguishable from a food label for a Pop-Tart in terms of the number of sugars. So, what's the difference between a banana and a Pop-Tart? Well, the difference is categorical and qualitative, but in terms of numbers, the banana has fiber and the Pop-Tart does not. So you want to make sure that you have at least one gram of fiber for every 5 grams of sugar.



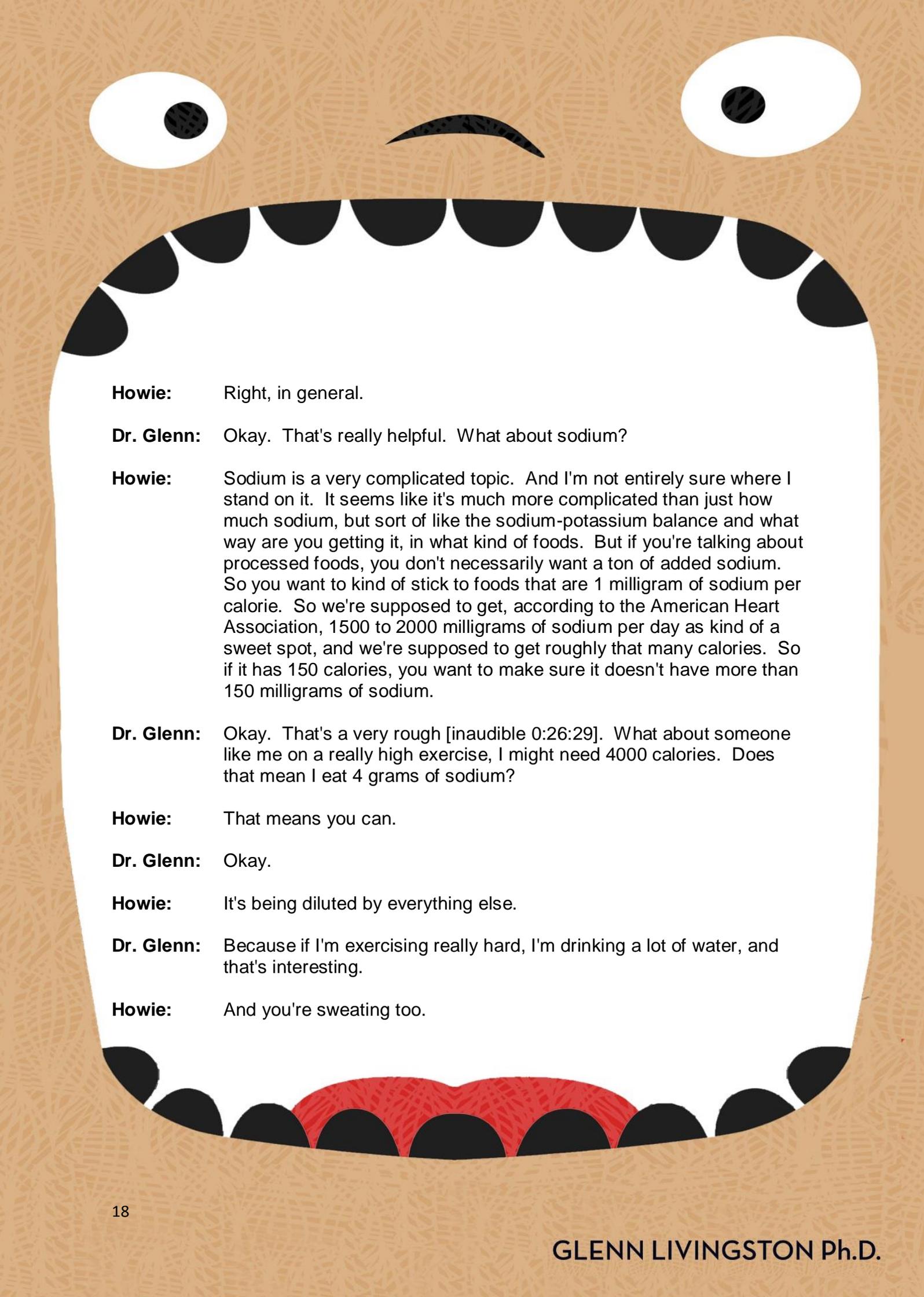
Dr. Glenn: Okay. Most people don't recognize that the guar and pectin you'll find in fruit is actually used to treat diabetes and the American Diabetic Association actually recommends fruit to their patients and to the readers. So fruit has actually been artificially demonized along with all the refined sugars. And that's a really good heuristic for understanding when to demonize a sugar and when not to is if there's -- what did you say? 1 gram of fiber for every gram of sugar?

Howie: For every 5 grams.

Dr. Glenn: For every 5 grams of sugar. I haven't heard that before. That's great.

Howie: So another is we're trying to avoid added oils, which, your example of the oil spray, oil, fats are way more concentrated, calorically dense than other foods. So you want to make sure that if you're eating a processed food, you don't want it to be 40 or 50 or 60 percent fat, you want to kind of keep that to about 20 percent or less. Let's say if you're having a humus and you want to make sure that you just haven't added tons of olive oil or canola oil or tahini to eat so that you can eat a normal human amount without putting on thousands of calories. It used to be easier, but now you have to do a little bit of math. The nutritional label still tells you the total calories and it still tells you calories from fat. So now you just have to do a little division. So if a serving size has 150 calories, and it's 90 calories from fat, so that's 70 percent. You want that number, that percentage of calories from fat, to be 20 percent or lower unless it's like a little condiment that you're just having a tiny little drizzle or drip of.

Dr. Glenn: So if you take the calories from fat and you divide that by the total calories, you get the percent of calories from fat and you want to keep that under 20 percent?



Howie: Right, in general.

Dr. Glenn: Okay. That's really helpful. What about sodium?

Howie: Sodium is a very complicated topic. And I'm not entirely sure where I stand on it. It seems like it's much more complicated than just how much sodium, but sort of like the sodium-potassium balance and what way are you getting it, in what kind of foods. But if you're talking about processed foods, you don't necessarily want a ton of added sodium. So you want to kind of stick to foods that are 1 milligram of sodium per calorie. So we're supposed to get, according to the American Heart Association, 1500 to 2000 milligrams of sodium per day as kind of a sweet spot, and we're supposed to get roughly that many calories. So if it has 150 calories, you want to make sure it doesn't have more than 150 milligrams of sodium.

Dr. Glenn: Okay. That's a very rough [inaudible 0:26:29]. What about someone like me on a really high exercise, I might need 4000 calories. Does that mean I eat 4 grams of sodium?

Howie: That means you can.

Dr. Glenn: Okay.

Howie: It's being diluted by everything else.

Dr. Glenn: Because if I'm exercising really hard, I'm drinking a lot of water, and that's interesting.

Howie: And you're sweating too.



Dr. Glenn: Not on my planet, but okay. Yes, I sweat. I definitely do. Are there any other heuristics you wanted to mention before we winded down?

Howie: Well, just to look at the ingredients, the actual ingredient list, if there's anything that you can't pronounce or you've never heard of, probably you don't want it in your body. If you're doing the fiber to sugar rule, that should suffice, but also, know that the food industry will hide sugar in dozens of different nomenclatures and put them all in the same food, so that sugar is not the top ingredient, but it's 5 out of the top 8.

Dr. Glenn: For example?

Howie: Natural sweetener. By the way, high fructose corn syrup is now called natural sweetener.

Dr. Glenn: I see.

Howie: Brown rice syrup, maple syrup, sugar, sucrose, sucralose, mannose, basically anything that ends in -ose is a carbohydrate sugar of some kind.

Dr. Glenn: I see.

Howie: Cane juice, dehydrated cane crystals. I kind of wanted to write like a love song. Instead of calling her like sugar or honey, I was going to call her all those other things.

Dr. Glenn: You should do that. We should record it and sing it on the air. Well, last thing that I want to say is that you may be feeling like we've ruined things for you as you listen to this, but I would like to suggest that what



we've ruined things for is your inner pig, and that you actually are very committed to health and fitness and achieving your goals and being present in life and not wearing your body down with all of these artificial food industry toxins for the profit of the fat cats on Wall Street, and that you would actually enjoy getting a lot of these things out of your life, but your pig has other ideas.

And that's the essence of Never Binge Again, by the way, is that you separate your constructive from your destructive thoughts about food. And as you study that more and work with it, you'll find that incredibly helpful. And this is also not to say that people can't enjoy some of these things in their life if they really want to. I think that if you're going to make the choice to incorporate some toxins for the pleasure that they provide, I think that you need to do it willingly and consciously. I would fight for your right to live fast and die young if you really wanted to do that. I don't think it's the right choice, but I would fight for your right to do that because I think we fought wars to maintain our freedom, and I think the nature of a free society is that people do have the right to choose that if they want to.

Everybody needs to figure out where that line is for themselves. Think of life on a continuum from live fast and die young to live slow and live long. It's kind of a difference between contentment and mania. And everybody decides where the tradeoff is for them, and I would fight for your right to make the decision for yourself. But I do want you to make it consciously and that's the reason that we put this tape together. Makes sense, Howie?

Howie:

Yeah. In fact, I would say that most of the people who are fighting for their right to eat whatever they want are not exhibiting freewill in the same way that those Milner and Olds rats weren't.



Dr. Glenn: Exactly. You've got these electrodes hooked to your brain and you don't realize it and we'd like to take them out for you and let you decide whether you want that food or you want to keep pressing the button.

Howie: Right on.

Dr. Glenn: Okay man, well, thank you very much again. You can find Howie at PlantYourself.com and you can find me at NeverBingeAgain.com or FixYourFoodProblem.com. Thanks.

For more information on how to
fix your food problem fast please visit
www.FixYourFoodProblem.com

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