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# The End of Overeating: Taking Control of the Insatiable American Appetite

NEW YORK TIMES BESTSELLER

"Fascinating... Dr. Kessler offer[s] practical advice for using the science of overeating to our advantage, so that we begin to think differently about food and take back control of our eating habits." —*THE NEW YORK TIMES*



The end of overeating.



TAKING CONTROL OF THE  
INSATIABLE AMERICAN APPETITE

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## Description :

Prsentation de l'diteurMost of us know what it feels like to fall under the spell of food when one slice of pizza turns into half a pie, or a handful of chips leads to an empty bag. But it s harder to understand why we can't seem to stop eating even when we know better. When we want so badly to say no; why do we continue to reach for food? Dr. David Kessler, the dynamic former FDA commissioner who reinvented the food label and tackled the tobacco industry, now reveals how the food industry has hijacked the brains of millions of Americans. The result? America s number-one public health issue. Dr. Kessler cracks the code of overeating

by explaining how our bodies and minds are changed when we consume foods that contain sugar, fat, and salt. Food manufacturers create products by manipulating these ingredients to stimulate our appetites, setting in motion a cycle of desire and consumption that ends with a nation of overeaters. *The End of Overeating* explains for the first time why it is exceptionally difficult to resist certain foods and why it is so easy to overindulge. Dr. Kessler met with top scientists, physicians, and food industry insiders. *The End of Overeating* uncovers the shocking facts about how we lost control over our eating habits and how we can get it back. Dr. Kessler presents groundbreaking research, along with what is sure to be a controversial view inside the industry that continues to feed a nation of overeaters from popular brand manufacturers to advertisers, chain restaurants, and fast food franchises. For the millions of people struggling with weight as well as for those of us who simply don't understand why we can't seem to stop eating our favorite foods, Dr. Kessler's cutting-edge investigation offers new insights and helpful tools to help us find a solution. There has never been a more thorough, compelling, or in-depth analysis of why we eat the way we do.

*Extrait* Canada Put on the Brakes? I walked into Jack Astors Bar Grill in Toronto, an energetic place that draws a young crowd and entertains them with loud music and multiple television monitors. A sign advertised a restaurant gift card: a gift for every craving. The dinner menu descriptions had an over-the-top quality that reminded me of Chilis, including ultimate nachos, with their bubbling blend of cheeses, and a bacon cheeseburger. I ordered two items from the start-up list. The lobster and crab dip was a warm, fatty blend dominated by cream cheese. The Southwest grilled chicken flatbread, with its four-cheese blend and smoky chipotle aioli, was a dish of fat on fat on refined carbohydrates, accompanied by a little protein. There were two flatbreads to an order, each about 10.5 inches long. My entree, crispy honey sesame chicken, consisted of fried chicken balls with a substantial portion of vegetables, covered in a sweet sauce. Fat, sugar, and salt had been layered and loaded onto the dish. But for all that, the food at Jack Astors stopped somewhat short of its American counterparts. The preparations had less of an industrial quality. The dishes were cooked to order on site, not par-fried, frozen, and shipped across the country. There weren't as many fried chicken balls on my dinner plate, and they weren't as large. I saw that kind of contrast everywhere I looked in Canada. Swiss Chalet offered an all-you-can-eat lunch, a garlic cheese loaf smothered in melted Jack and cheddar, and a waiter who assured me that everything comes with dipping sauce. But portion sizes were a trifle smaller than is typical in the United States and there was a homemade quality to most of the food. At Carolines Cheesecake, there were fewer choices than at the Cheesecake Factory, but the portions seemed about as big. The Pickle Barrel had a lot of healthy-sounding food on its menu, but it also served a triple threat chocolate sundae, a mammoth Oreo cookie sundae, and lemon cranberry and apple cinnamon muffins that were the size of grapefruits. Canada, it seems, is headed in a troubling direction as the ingredients of conditioned hypereating are assembled. Things aren't as bad here as they are in the United States, but they aren't good. One out of four Canadians is now obese, compared to one in three in the U.S. One-third of Canadians who were classified as normal weight a decade ago are now overweight. The upward curve is especially evident in the younger population, with the number of overweight and obese children, ages 7 to 13, increasing by as much as 300% in just two decades. Human physiology and conditioning are, of course, the same in both countries, so social norms and the environment offer the only possibilities of arresting these trends. It is as if a great natural experiment is being conducted in Canada. An earlier generation of Canadians recalls a time when eating in restaurants was a rare event and snacking in the street was considered crass. One colleague told me how his father used to love visiting U.S. supermarkets because he was awed by how many more varieties of breakfast cereal were available. Even today, despite changing patterns and the growth of chain restaurants across the country, food is still not quite so ubiquitous or indulgent in Canada. The limitations that once disappointed Canadians may yet save them from the consequences its more overindulgent neighbor is facing. Nonetheless, candy cane donuts and sour cream donuts are now available at Tim Hortons, and the small donut balls known as Timbits are one of the stores especially popular features. Even the upscale restaurant, Milestones, serves an array of sweet and fatty dipping sauces with its Cajun popcorn shrimp, seafood mixed grill, and yam fries. And the Quebecois tradition of poutine French fries covered with cheese curds and brown gravy has gained traction, with many fast-food restaurants in all of the provinces adding it to their menus. Swiss Chalet gives me the opportunity to poutine my fries for \$1.99. Still, Canada has an opportunity to recognize the trajectory it is on and change course. A publishing professional I met there suggested how it might be done when he confessed to his struggle over Kit Kats. A large, tightly disciplined man, he told me that every evening as he heads to the train for his ride home, he breaks into a run to get safely past a news stand that sells those crispy chocolate wafers. Canada, too, must figure out the direction it

needs to start running in order to avoid calamity. When I asked the manager of Jack Astors about portion sizes, he told me, Theyre bigger than they have to be. But its not like Cheesecake Factory. The question is whether it will stay that way. From the Hardcover edition. *Revue de presse* "A fascinating account of the science of human appetite, as well as its exploitation by the food industry." Michael Pollan, author of *In Defense of Food* From the Hardcover edition.