

**The New Science of Sugar
Addiction**

HOW YOU FEEL	WHAT SCIENCE TELLS US
You never feel satisfied when you eat healthy food.	Your brain has been changed by constant over-eating of sugars. Dopamine, a neurochemical involved in reward and pleasure, is not functioning normally.
You feel like you need to keep eating and eating to feel satisfied.	You have developed tolerance to sugar-rich foods.
You feel cranky and irritable when you are on a diet.	This is a sign of withdrawal; your brain is reacting to the lack of opioid stimulation and it is used to getting when you overeat sugars.
You constantly crave certain foods.	Your brain is reacting to the cues in your environment that are normally associated with sugar-rich foods.
[iii]Why Diets Fail..Because You're Addicted to Sugar, Nicole M. Avena, PhD and John R. Talbott	