



The FACE WEIGHT LOSS Program NEWSLETTER Number 6  
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### It's the Holidays.....

While the holidays bring many wonderful times, we can't deny the challenges of this season for those of us who are working hard to lose weight or maintain our weight loss.

We encounter food, mostly the fattening kind, in our path at every turn, and most of us are stressed by the pressures of planning for holiday celebrations. What a combination for trouble.

#### How do we make CHOICES ?

What influences our choices? For example, it is extremely cold outside. You are hungry and very cold when you sit down to eat. What might you choose to eat? You might want something hot. What influenced this choice? Perhaps it was the weather, body temperature, and time.

**Food urges are a craving for a particular or specific food that you KNOW you want to eat.** When you choose to eat a food based on an **URGE** that has truly come from within you, you will be more satisfied by the eating experience and find it is easier to stop when you have had enough. It is easier to know what we are craving when we are hungry.

**A negative influence on our selections of food that may lead us astray is what we call the CONSUMER influence.** Consumer influences are created by the environment, such as the food looks good and smells good, for example what we see in a bakery window. Holiday foods are constantly being advertised to us at this season and we are bombarded with opportunities to eat when we are not necessarily hungry; and have not been craving any of these foods. For example, parents bring boxes of chocolates and other treats to the teacher to say thank you for their hard work, or the employee lounge is full of holiday snacks.

**When we choose food based on the consumer influence, we usually eat too much of it in the search for emotional satisfaction and ultimately the experience is disappointing.**

It is especially important at holiday time to pay more attention to our inner cravings and urges and to avoid succumbing to the consumer influence to eat.

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