




Hoax Hunger



 Our social perceptions of when & how much we should eat often have a greater impact on our food intake than true feelings of hunger or fullness.

 We tend to let social situations rule our food choices, portion size and discipline!

 Just reflect on your eating/ drinking behaviours with friends and family versus a first date or formal dinner!

 Our brains allow us to get away with over-indulging; problem is that our bodies don't!

 **Are you falling under the influence of hoax hunger?**

Beating the bulge and the obesity epidemic means being consciously aware of why we are eating.

Where is that next chocolate biscuit taking you!!!!