

HELLO SPRING, GOODBYE SNEAKY SNACKING!



Hello everyone, wherever you are! Spring has sprung in Australia, and I'm soaking in the gentle warmth of the sun, watching as nature awakens from its winter slumber. The birds are in a frenzy of nesting, and the trees are practically showing off with their rapid leafy growth—time-lapse footage in real life!

As we gear up for beach days and basking in the sun, there's a buzz in the air. Not just the birds and bees kind, but a pharmaceutical phenomenon. I recently had a chat with a rep from Novo Nordisk, the masterminds behind the sought-after weight loss drug Ozempic. It's also a diabetic drug, and the excitement is palpable as we await Wegovy's arrival on our shelves, adding a twist to the delicate dance of demand and supply.

This rep, with 35 years in the game, spilled the beans on the Ozempic rush. I couldn't help but ask about their plans for clinical trials—do they dare suggest once you start, you can't stop? The answer? A cheeky smile. Currently being crafted in Denmark, Ozempic is so in demand; they're building manufacturing plants worldwide. Talk about a global weight loss revolution in the making!

But here's the real tea for those seeking a lasting cure without feeding the pharmaceutical giants' expansion plans. Let's rewind to our baby days when our only concerns were feeding and sleep. We'd throw tantrums of Shakespearean proportions just to get a bite. Fast forward, and food becomes more than sustenance—it's entertainment, celebration, love, and happiness, thanks to some crafty advertising.

Think family dinners, barbecue bashes, and festive feasts plastered across our screens. Coca-Cola owns Christmas, and turkeys make Thanksgiving appearances. Even celebrities munching on a snack make us want to join the fun. And mascots? Ronald McDonald and Tony the Tiger are practically family.

Now, let's talk about the emotional rollercoaster of food. It's the friend who consoles you with ice cream when you're down, the life of the party when it's the star of the night, the boredom-buster, the contentment provider, and the hero rescuing your day. We've made food our BFF in every emotional situation.

Enter The Mind Scholars membership, where we redefine our relationship with food. It's not just

fuel; it's about rewiring our minds to bid excess weight farewell effortlessly. Like everything, food has its good and bad sides, its yin and yang. But what if we thought of it as a drug? A source of pleasure, yes, but also a medicinal lifesaver.

Consider this: we wouldn't take cocaine for a pleasure hit despite its rumored wonders. Overeating and processed foods, with their dopamine surge, come at a price—our health. We're normalizing being overweight, overindulging, while shooting up heroin in public? Unthinkable. Food, our socially acceptable drug, has a dark side.

Flip the script, and food becomes a life-saving substance. Dr. Terry Wahls reversed multiple sclerosis through food. Our gut's microbiome, our health puppeteer, needs feeding. Prebiotic-rich foods like asparagus and kale are the superheroes, creating neurotransmitters, boosting our immune system, and reducing inflammation.

In this light, food is our true friend. Identifying its real role helps us see how toxic it is when used against ourselves. Techniques like mindful intentions, calling out sneaky thoughts, and staying present while eating deconstruct the old program. Love the feeling of being slightly hungry; it's not starvation, it's progress. Align your habits and mindset, and voila—an enlightening transformation from within.

For those traumatized by traditional diets and the billion-dollar weight loss industry's antics, there's another way. Update your software, and there's no turning back. Embrace the power of your mind—with intention and purpose—free from the chains of commercial food brands and the never-ending weight war. Here's to a spring of transformation, both in nature and within ourselves!

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