

# BINGE CODE

Mini Guide

How to overcome  
binge eating **for life**

# A warm welcome from Ali and Richard

We're so excited to have you here.

You've found a community of like-minded people who are open to discovering **that real change is possible.**

This program has transformed the lives of so many people and **I'm confident that you can benefit from it as well.**



The binge code has one mission: **To free you from binge cravings** — no matter what life throws at you.

The Binge Code is based on our tried and tested methodology, developed over 10 years of coaching with thousands of clients, as well as two best-selling books ( "[The Bulimia Help Method](#)" and "[The Binge Code](#)").

We cut through the confusion and provide you with simple, practical strategies that have been proven to work. We help you to ditch fad diets, food rules, deprivation and develop new balanced eating habits that sustain your optimal body weight.

We have a high recovery success rate. Our books are some of the best reviewed books within their field with an incredible 96% approval rating on Amazon.com. But don't just take our word for it. [Check out some of our success stories.](#)

This mini-booklet has been designed to give you some background to our unique methodology and to teach you some of the core tools for overcoming binge eating. So let's get into this...



"The Binge Code is A MUST for anyone struggling finding balance with food" - Clare Williams



Bingeing and purging is pretty much a distant memory for me.  
- Ciara Burke



My relationship with food has improved ten-fold. Thank you, thank you, thank you!!! - Emma Bullock

# Welcome to a NO BLAME ZONE!

If you suffer from binge eating, bulimia or any other form of problem eating, you know how much control it can hold over your life.

Eating food fills you with simultaneous feelings of pleasure, guilt, dread and shame. Somehow you can just eat, eat and eat, without ever reaching the point where you feel truly satisfied. Afterward you worry about weight gain and berate yourself for lacking control.

You feel hopeless, stuck and doubtful if anything can ever change.

If you feel trapped in a cycle of binge eating, or if you feel like food has a strange power over you or one 'off-limits food' frequently turns into a full blown binge, we want you to know this:

1. You're not trapped.
2. You can break free
3. It's not your fault!
4. And you're not a "freak", "broken" or "deeply flawed" because you binge on food.

So, there's no need to judge yourself harshly or feel guilty and ashamed for experiencing a binge urge. Binge urges have very little, if nothing to do with you, your upbringing, your emotions or your self-esteem.

It is not a reflection of who you are as a person. You are very normal.

As we will explain your binge cravings are a very normal and natural result of how a healthy brain and body work. It's really not your fault!

I cannot stress this enough.

You're not the problem. Let me repeat that just for emphasis: **YOU'RE NOT THE PROBLEM.**

# Why you **feel** trapped (but you're not really!)

The reason most people find overcoming binge eating so challenging is because **they are not using the right strategy**.

Most people attempt to either:

- A. Resist binge cravings using willpower in the hope that the urges will eventually go away on their own. Using willpower is the most common strategy for dealing with binge urges, but, unfortunately, it's also pretty ineffective. Think of your willpower like a battery pack. It's good for short-term goals and general motivation. No one has enough willpower to resist the urge to binge forever. Eventually, no matter how determined you are, if the urges are there, you will give in (which, I'm sure, you have experienced many times).
- B. Try to fix every aspect of their lives (self-esteem, confidence, relationships) in the hope that something along the way will somehow help them stop binge eating. We call this the throw-everything-at-the-wall-to-see-what-sticks. Unfortunately, most stuff doesn't stick and attempting to change too many things at once, more often than not, makes it nearly impossible to change anything at all. Eventually, you grow tired of the effort and give up.

If you continually fail at every attempt to overcome binge eating, it can really shatter your confidence. You may begin to wonder if recovery is even possible. It may feel like an impossible task. Like you're about to climb Mount Everest wearing just a pair of flip-flops.

This can lead you to believe that:

- A. Recovery is impossible, and you are trapped and doomed to suffer with binge eating for the rest of your life.
- B. You haven't got what it takes to make the required changes to your life.

(We can tell you right now that these fears are unfounded.)

From the diversity of people and success stories we've witnessed over the past decade, we can tell you without a doubt that no one is beyond help and that there is no such thing as being too weak or too broken to break free from binge eating.

You can get your life back. A life completely free from any urges to eat vast quantities of food.

**“It doesn't matter if you binge on food once a week or multiple times a day. It doesn't matter if you are overweight, underweight or normal weight.**

**If you find yourself uncontrollable around food, you are in the right place, the Binge Code will help you, this book is your blueprint for success. Trust me, you can do this, you can have hope.”**



## Here, at the Binge Code, we do it a different way.

How many times have you said to yourself “never again” after an episode of bingeing and purging only to quickly fall back into those destructive behaviours? We’ve all been there.

Maybe you dream that one day you will have enough willpower to fight off those powerful urges to binge and purge – but you know what’s better than finding the strength to fight off those powerful urges to binge and purge? **Learning how to remove them from your life instead.**

You see, before every single binge, you will experience an URGE to binge (a binge urge is an intense, uncomfortable desire to binge on food). This is the **one universal constant before every binge.**

This is how it works:

1. There is a trigger (which, in reality, could be just about anything).
2. You experience a binge urge.
3. You binge on food.

Now let’s imagine you’ve come home after a stressful day at work. The house is empty and you’re feeling really fed up. There’s a bunch of tasty food in the cupboard but, strangely, as you sit on the sofa, you realize that you have absolutely no urge or desire to eat any of it. No cravings whatsoever. So the question is, would you still binge? I’d guess not. That would be like smoking a packet of cigarettes even though you have no cravings to do so.

The point here is this: **no matter what mood you’re in, if you don’t experience an urge to binge, you won’t binge.**

Let’s take this one step further.

People often say they binge on food to deal with unwanted emotions or to help themselves cope, but we’d argue that’s not true.

We’d argue that the only reason you binge eat is **to remove the temporary discomfort of a binge urge.** That’s all.

When you say “I really want to binge on food!”, what you’re really saying is “I really want to remove the discomfort of experiencing a binge craving”.

Deep down, you know you don’t really want to binge (why would you even be reading this otherwise?). What you really want is to get rid of the uncomfortable feelings of a binge urge. That’s all. That’s the ONLY reason.

Let’s stop blaming our emotions. Everyone feels sad, lonely and not good enough at times. But not everyone feels compelled to binge on food. Why not? What’s so different about them? Are their negative emotions less intense? I doubt it. Do they feel emotions differently than you? I wouldn’t think so. So what’s the difference?

The ONLY difference between someone who binges on food and someone who doesn’t is that a non-binge eater **doesn’t experience binge urges.** It is only the “urge” to binge that makes you binge. If you didn’t have any binge urges, then chances are you wouldn’t binge on food no matter what emotional state you may be in. It’s that simple.

So the goal of the Binge Code isn’t just to stop you from bingeing. **It is to completely remove the urge and desire to binge eat.** It is to completely remove the urge and desire to binge eat. This is an important distinction because by **removing the urge to binge,** we help to ensure lifelong freedom.

Once you remove binge urges, you’ll no longer feel compelled to binge. If you have NO urge to do something, you won’t do it. And then you’re free :)

## So what causes binge urges?

We now know that we need to remove any binge urges in order to recover. That's good to know, but if we don't know HOW to remove binge urges, then this information doesn't really help us much.

So the next big question to ask is this: what causes binge urges?

The main cause of binge urges is simply your habits. Yes, that's right, I said "habits".

Binge eating is usually a simple cumulation of **repetitive day-to-day unhelpful habitual behaviors** over a period of time.

Let's explore this idea further. Unhelpful habits that lead to binge eating can be put into two categories:

1. Restrictive habits.
2. Reflex habits.

## Restrictive habits that lead to binge eating

Let's look at restrictive habits first. These habits are generally about a lack of something. A lack of nutrition, a lack of calories, a lack of foods that you enjoy.

The main ones we're going to look at here are:

- A habit of restricting when you eat.
- A habit of restricting the types of food you eat.
- A habit of restricting how much you eat.
- A habit of not eating nutrient dense foods.
- A habit of purging food.
- A habit of restricting foods you enjoy eating.

## So how do these habits affect us?

Although binge eaters tend to eat a lot of food, many of them also tend to have a habit of under-eating, skipping meals, avoiding food groups, dieting, fasting or purging in-between binge episodes. These habits are usually carried on from a history of dieting (diets generally don't work because using willpower to override hunger is simply not sustainable). The problem is that these habits can lead to serious side effects.

It is a scientific fact: **food restriction causes people to overeat**. One of the most famous and respected studies ever conducted on the effects of food restriction in humans was the 1944 Ancel Keys Semi-Starvation Study. The participants were put on diets of 1,600 calories per day for 6 months. Over time they began to suffer from side effects such as anxiety, food obsession, depression and binge eating. Once the experiment ended, some of the men ate more than five thousand calories a day and continued to eat even when their stomachs were stuffed (sound familiar anyone?).



When your body isn't getting enough food, your metabolism slows down and your body goes into "starvation and survival mode". This has a bunch of knock-on side effects.

- When you eat less, your body instinctively starts preparing for famine. Your metabolism slows down. Scientists have discovered that your metabolism accounts for up to 70% of the calories you burn off each day! So any change at all will make a big difference in your ability to lose weight.
- Your levels of leptin decrease. This decrease triggers your appetite and leads directly to powerful food thoughts, cravings and unavoidable urges to binge eat.

- Low levels of leptin also tell your body to start producing more ghrelin and cortisol. An increase of ghrelin in your body triggers your appetite and tells you to consume more food. High levels of cortisol not only make you feel stressed, but they also **encourage you to crave sugary, fatty foods** and instruct your body to store more of the food you do eat as fat.
- Neuropeptide Y levels surge in response to food restriction. This surge **drives you to increase your food intake** and causes you to crave more carbohydrates. An increased presence of Neuropeptide Y in your body also means you will begin to store more fat.
- You start to experience a **new type of powerful, uncontrollable hunger**. You no longer feel mild hunger pangs — instead, your hunger comes in sudden, erratic bursts. We call this *primal hunger*.
- **You lose the ability to feel satisfied** and this can be really scary. Where normally you'd feel too full, now it seems like you're able to eat and eat and eat, and never feel satisfied.
- Suddenly, **food obsession appears**. Food is all you can think about — in your car going to and from work, while studying, watching TV or chatting with friends. You may even have food-related dreams.

## So why does this happen?

This is simply your survival mechanism kicking in. **Your body thinks that you're in the middle of a famine** and it's doing everything it can to ensure you're eating enough food. This is quite natural. There is nothing strange about it.

Try holding your breath for a minute to get an idea of just how powerful your survival mechanism can be!

This explains why most people develop binge eating after a period of dieting (or anything that can lead to under-eating, such as a detox or an intense fitness regime).

**This table shows restrictive habits and their side effects:**

Restrictive habits	Side effects
Restricting when you eat	Primal hunger: an extremely powerful urge to binge on food (especially foods rich in sugar and fats)
Restricting the types of food you eat	
Restricting how much you eat	> An insatiable appetite
Eating food lacking nutrition	
Purging food	Food obsession
Restricting foods you enjoy eating (usually due to food rules)	> Feeling deprived
	> Craving foods that are "off limits"
	> All-or-nothing eating
Eating to block out or change uncomfortable feelings or emotions	> An automatic habitual craving to eat food when feeling any discomfort (both physical and emotional)
Lack of proper self-care	> An erosion in your confidence to cope without using food

## Reflex habits that lead to binge eating

Next, let's look at *reflex habits*. For most people, their first experience of binge eating is usually triggered by a restrictive habit. But if you continue to binge on food, over time, your brain begins to learn that bingeing is a handy way to change how you feel. Binge eating itself starts to become a habit.

Let us explain. Research has proven that eating certain foods, especially those with high sugar and fat combinations (e.g. ice cream), produces "feel-good" chemicals like serotonin and other endorphins in our brains. When your brain

learns that something feels good, part of your brain says, “Oh, that feels good! Do that some more!” It wants you to keep that good feeling going. As you do this, your brain lays down this memory: “Next time you want to feel good, you should eat some ice cream!”

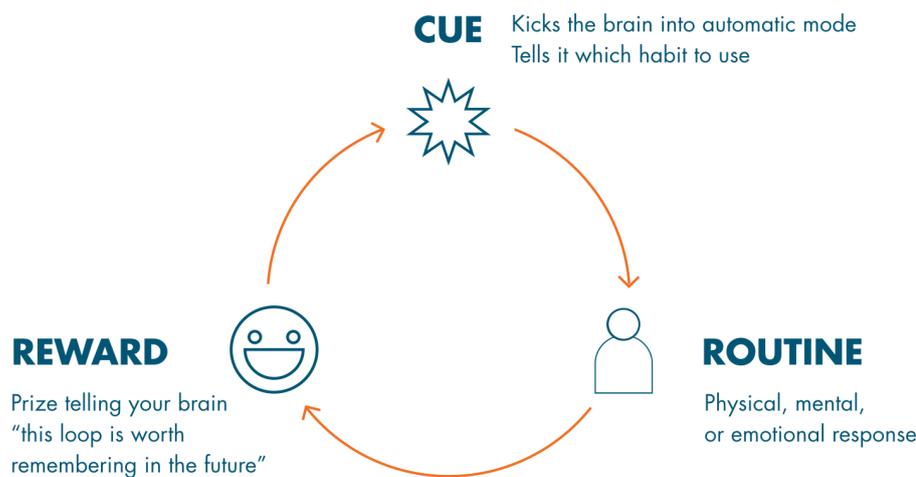
Now, whenever you’ve had a rough day or a fight with your partner and you don’t feel so great, your brain remembers... “Oh, yeah, eating ice cream made me feel better!” This leads to a craving to eat ice cream. This is a reflex habit.

What’s worse is that food manufacturers hire scientists whose job is to create foods that are as moreish as possible. They create chocolate bars, crisps, sweets and salty, fatty meals that have been engineered to appeal to your habit center. The bigger the kick of serotonin and endorphins, the stronger the habit becomes.

But it’s not just emotions that can trigger a reflex binge urge. Over time, you can become conditioned to crave food in response to just about anything. If you always buy binge food from the same local shop, then each time you pass that shop, you’ll probably trigger some thoughts about buying binge food. Or if you’re used to eating hearty meals at your parents’ house, then simply walking into their house could set off a craving. Or maybe it’s the time of day when you normally binge eat. Or maybe you just happen to be in the room where you normally binge. Or maybe it’s a particular person who triggers the cravings.

## So why does this happen?

You see, our brain is really good at forming habits. It’s a habit-making machine. If anything (and really, it can be anything) makes us feel better in the moment (food, alcohol, drugs, yoga, running, TV), we can form a habit out of it. It doesn’t matter what the long-term consequences are. Your habit brain doesn’t think that far in advance. These habits come from the automatic, unthinking part of your brain. It doesn’t think. It doesn’t see the long-term results.



And it doesn’t apply to food only. This is similar to a smoker who craves a cigarette at break time, or a drinker who craves alcohol on a Friday night. They were not born with this desire, but over time, their brain has become conditioned to crave cigarettes or alcohol under certain conditions. Think of these habits as nothing but a non-thinking, habitual reflex.

(Did you know that when someone quits smoking, all the physical side effects of quitting pass within a few days? Yet an ex-smoker can continue to have strong cravings, pangs and longings for a cigarette for weeks and even months after quitting. The reason for these cravings has nothing to do with physical addiction and everything to do with habit and conditioning. Over time, as the conditioning fades, so do the cravings.)

### Table showing reflex habits and their side effects:

Reflex habits	Side effects
An automatic habitual craving to eat food, triggered by:	Over-eating
Discomfort	An erosion in your confidence to cope without using food
Seeing food	> A faulty belief that you're somehow "broken" or that there's something wrong with you
Time of day	
People	
Emotions	
A lack of proper self-care	

## Are all cravings bad?

No, everyone has food cravings from time to time.

It's perfectly normal to have cravings to eat food just for the fun of it or for pleasure or simply for the taste experience. At the end of the day, food is deeply ingrained in our lives. Food is not just nutrition it's also culture, tradition, good memories, celebration, union and lots more. It only becomes a problem when the cravings feel out of control, or when food is your ONLY source of comfort.

## Stop blaming yourself!

Binge urges have nothing to do with you, your upbringing, your emotions or your self-esteem. It is not a reflection on who you are as a person. **You are very normal.** Your binge cravings are a very normal and natural result of how a typical brain and body work. Here's why:

- Everyone has unhelpful habits. Habits come from the unthinking part of the brain that reacts automatically. This isn't the real you.
- We live in a diet-obsessed culture. The pressure to restrict your food is intense!
- You didn't know about the dangers of food restriction and diets. If the healthiest, happiest person on the planet restricted their food intake, they would experience binge cravings too.
- Food scientists are actively engineering food to be as habit-forming as possible, sending our taste buds crazy. These foods are zero engineered to be 'empty nutrition, high taste'.
- Not only that, but these habit-forming foods are everywhere!
- We lead stressful, busy lives, sitting at desks all day long, often with very little physical activity.

It's time to stop feeling bad about yourself. It's time to stop beating yourself up. It's time to stop blaming yourself for all the struggles you might have had in the past about your weight.

The good news is we know from lab studies, advances in neuroscience and personal experience that it's never too late to change your habits. And that's exactly what we're going to do in the Binge Code Program.

# THE BINGE CODE PILLARS

**The Binge Code** is NOT a single type of therapy or technique. Despite what others might tell you, you can't recover from binge eating with just one technique... just as you couldn't build your dream home with just a hammer.

And it's not a magic quick fix pill either (sorry, these don't exist).

**It's a methodology.** It's a series of simple steps you carry out, which will guide you to lifelong recovery from binge eating.

Our program is based on 3 pillars.



## **Pillar 1: Empowering Mindset**

Increase your resilience to binge cravings.



## **Pillar 2: Physical Rebalance**

Rebalance your body to end physical binge urges



## **Pillar 3: Personal insights**

Tune into your biofeedback to discover when, how much and what to eat that is right for you.

Lets explore each one



# Pillar 1: Empowering Mindset

Our attitude and response to any craving are REALLY important. What you believe about your cravings matters!

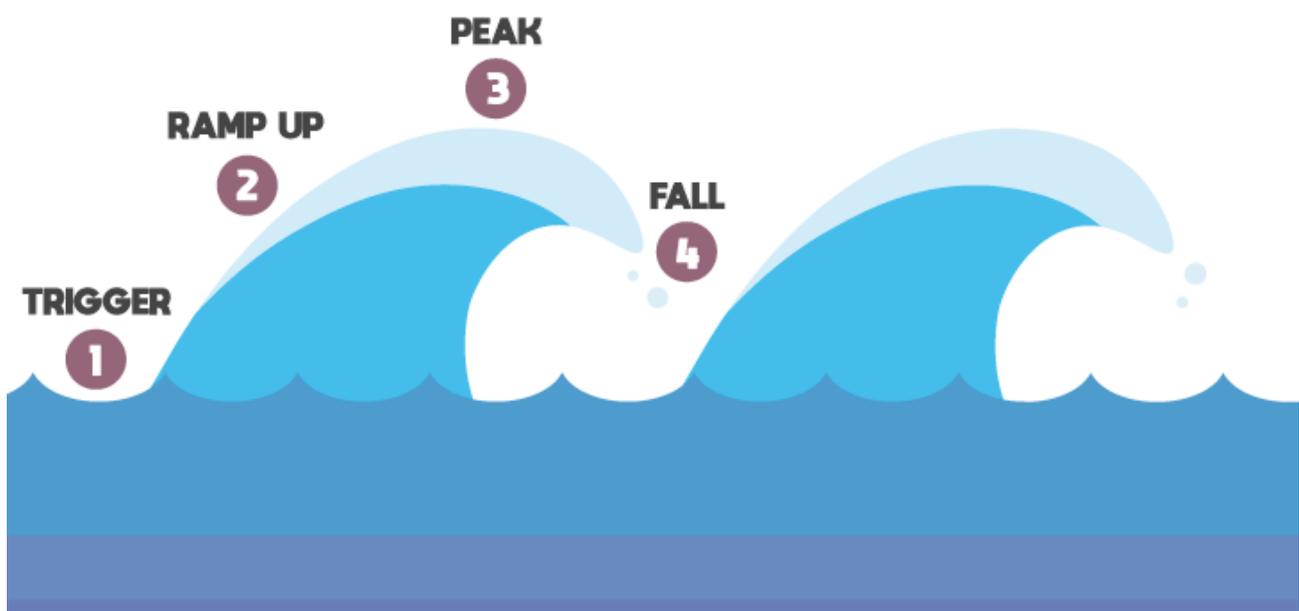
Here are some things you need to know about cravings:

Like the tide, cravings tend to ebb and flow. Sometimes they're stronger and at other times, not so much. We often believe that if we don't act on our cravings, they won't go away. That they will just build and build like a tsunami. This is not the case. Studies and experience show us that cravings usually go away in roughly 20–30 minutes. If you give it time, **a craving will pass**. All storms must end.

Every time you don't act on a craving, you're shrinking your habit slowly but surely. Over time, these cravings will lose their teeth. Instead of feeling like a hand around your throat or turning in your gut, they will gradually morph into a vague, curious thought about food. Eventually, there will be no cravings at all. It only takes a few weeks to notice a big difference in the intensity of binge urges.

Research from Steve Hayes (Acceptance and Commitment Therapy) and Marsha Linehan (Dialectical Behavior Therapy) shows that one of the most effective ways to eliminate the power of a craving is to just accept it as a normal occurrence. Don't fight it. Just observe it. If we adopt an open and curious attitude toward the urge and watch it without battling it, then the urge will subside. However, if we go to battle with our urges (e.g. "I can't stand this urge! I have to get rid of it right now!"), they'll subside more slowly.

Carl Jung summarized the futility of fighting our cravings: "What we resist, persists." When we try to fight the craving, we make it stronger. Once we acknowledge it and accept it as merely a thought or sensation with no power, we can move on — as if it were a speed bump instead of a mountain. There's great power in adopting an attitude of accepting instead of fighting.



## Pillar 1: Empowering Mindset

# THE SOS TECHNIQUE

To begin with, we are going to teach you a powerful technique you can use to combat any binge urges or cravings. We call this the SOS technique. This won't get rid of the cravings completely but it will dramatically reduce their intensity and power over you.

You can then keep the SOS technique in your back pocket, ready to use as you progress through the rest of the program.

## Step 1: Stop

When we feel a binge urge, we tend to go on autopilot. Habitual patterns take over and the next thing we know, we're bingeing on food before we realize what even happened. To get out of this, we need a jolt of awareness.

As soon as you notice that you're experiencing a habitual binge urge or planning to eat food to change how you feel, say "Stop!" in your head or, better yet, out loud. Think of this as a Power Move. You can clap your hands together or move your body at the same time to make it more impactful. Feel yourself SNAP out of autopilot and have a moment's clarity. You've already weakened the power that the urge has over you.

The binge urges do not control you. You are in control. Yes, I know in the middle of a binge urge it can feel impossible to resist. But even the most powerful desires are just feelings-coated information. They are simply messages, suggestions that can be followed or ignored. We can choose our reaction.

For example, should you find yourself going towards the fridge for a binge, the very moment you notice your body reacting with movement... stop moving. Stand completely still. Realize that your thoughts cannot make you move. Realize your body is totally unaffected. The urge to binge is powerless unless you act on it. You may feel waves or a compulsion to binge, but they cannot make you move. You have the power.



## Step 2: Observe

Awareness is key. Try to tune in to what exactly you're feeling. Observe the actual, living, breathing experience.

Check in with your body and notice how it feels physically. What do these sensations feel like? Do they feel like pressure, tingling, warmth, or coolness? How much space do these sensations take up in your body? See if these sensations have any movements, colors or temperatures.

Keep the answers simple, for example: a pulsing sensation, restlessness in my stomach, pulsing, tight throat, heart racing.

Don't fight it, even if it's unpleasant and uncomfortable. If possible, try to keep calm and logical about the whole situation. Try not to get too caught up in the drama here. Remember: it's habitual, not personal. You don't have to give it any more weight than it deserves. If it becomes overwhelming to notice these sensations, gently bring your attention to your breath for a few moments and then go back to noticing the sensations connected to the urge. Be sure to practice this step for at least 1 minute.

By doing this, you're tapping into the deeper, less reactive you. It's the difference between thinking "Oh no! I can't believe this is happening to me!" and coolly observing the jitters in your stomach. Your body can experience urges, but

your mind can remain calm and logical about the whole situation. You're less likely to get all caught up in your feelings about the urge, so it no longer exerts as strong an influence over your actions. In time, as you explore that space and understand it better, you may even realize that binge urges are nowhere near as uncomfortable as you thought.

## Step 3: Substitute

The best way to change an existing habit is to replace it with a new one. Figure out your ideal substitute and then replace binge eating with your substitute activity. Plan in advance so that you're prepared. Use the "Substitute Planner" worksheet. Commit to practicing your substitute for at least 10 minutes. Research by neuroscientists proves that even a 10-minute wait can drastically reduce the brain's response to a craving.

Even if the mind is hesitating, just take action and do it. Implement the plan. You've already decided. Don't second-guess yourself here. Rather than focusing on the binge urge, focus on the feel-good elements within your substitute activity. For example, if you're going for a walk, really find and enjoy the pleasure of moving or exerting yourself.

You may still notice the binge urge in the background. That's fine. It's perfectly normal. Changing behaviors and habits takes time. Stick with it!

Don't leave it until during a binge urge to figure out what you're going to substitute it with. Plan ahead and be prepared.

### CoachTip!

Use visualization to embed your substitute. Take a moment now to visualize yourself sometime in the near future. See yourself experiencing a binge urge, stopping for a moment, observing how it feels and then calmly doing your substitute activity. Keep running through this visual image so that you're more prepared to take action when the real thing happens.



## Pillar 1: Empowering Mindset

# Increase your resilience to discomfort

Here is another helpful tool for you. This one will help increase your resilience to the discomfort of a binge cravings. We often claim that binge urges are “unbearable”. But just how uncomfortable are they really?

Take a moment to imagine you’re experiencing a binge urge, and run through this exercise (this will help you prepare for the real thing):

### Just how uncomfortable are you?

Discomfort isn’t all black-and-white. It’s not on or off. It’s a scale. And when we put it on a scale, we notice that often it’s nowhere near as uncomfortable as we may have imagined.

Observe how the binge urge feels in your body. On a scale of 1–10, with 10 being the worst discomfort ever and 1 being no discomfort at all, how uncomfortable do you feel right now?

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How much discomfort could you possibly find acceptable? Would you be fine with feeling “1 out of 10” discomfort? What about 2 out of 10? Or 5? Or 8? At what point does it become unacceptable?

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At the end of the day, a binge urge is just a bodily sensation. Take a moment to observe the binge urge as just a simple physical sensation — like a shiver, feeling cold, etc. (without your reactive mind and imagination getting carried away). Does that make it more tolerable?

.....

You can choose how much discomfort you’re willing to tolerate. The boundary to what you accept is the boundary to your freedom. Can you allow this difficult sensation to exist and make room for it (even though you don’t like it)?

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Just because a binge urge feels intense, it doesn’t mean that we have to react to it so intensely (you don’t panic because you feel out of breath after jogging, right?). Know that you’re completely safe and that these binge urges can’t harm or hurt you in any way. Does that make it more tolerable?

.....

Just because you’re experiencing a binge urge, it doesn’t mean that there’s something wrong with you. It doesn’t mean that you’re weak, broken or faulty. It doesn’t mean that you haven’t got what it takes or that you don’t deserve to be loved. These feelings are not a reflection of who you are. They’re not your soul, your innate kindness, your goodness. There’s no need to take it personally. Does that make it more tolerable?

.....

A binge urge is all about bodily sensations and judgements about those sensations. The thing is, these sensations don’t have to mean anything unless you want them to. If you weren’t telling myself that something was wrong, there would be no problem. It’s the context you put it all in that makes the difference. For one person, a roller coaster can be the best fun they’ve ever had, while for another, it’s a terrifying nightmare. At the end of the day, nothing that awful is going on. You’re just feeling the sensations of a binge urge. If you changed your judgements about what you’re feeling, would that make it more tolerable?

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Which discomfort is worse: post-binge regret or this binge urge discomfort? Which one lasts longer? Which one is more detrimental to your life?

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You don't have to like the binge urge. I'm sure you'd rather the feeling wasn't there. That's okay. You can handle discomfort. You've probably been uncomfortable for years. You're used to it. Besides, I'm sure that you can think of many things that are a lot more uncomfortable than a binge urge is. Giving birth, breaking your leg, scalding yourself... The list goes on. The bottom line is that a binge urge is less than ideal, but it's not intolerable.





# Pillar 2: Physical Rebalance

You may have heard that binge eating is NOT about food. This is just not true. Restrictive eating habits are a massive trigger for binge eating.

To stop these massive hunger pangs, we simply need to teach our body that the famine is over. We do this by replacing our unhelpful eating habits with new, helpful eating habits that teach our body balance, moderation and structure.

For a lot of you, this is going to be a huge player in your binge urges. These 4 keys all focus on balancing your body. This is essential. You must physically balance your body to break free from binge eating. Start working on these 4 habits first and foremost. By adopting these helpful habits you can expect a massive reduction in your binge urges and a big boost to your wellbeing.

## UNHELPFUL HABITS

Lead to primal hunger, deprivation & binge cravings

Restricting when you eat

>

Restricting the types of food you eat

>

Restricting how much you eat

>

Eating food lacking nutrition

>

## PHYSICAL REBALANCE HABITS

Lead to stability, balance & peace with food

Eating regularly

Eating balanced meals

Eating enough

Eating more real food

### New Habit 1: Eat regularly

The first thing we need to do is to retrain our minds and bodies to expect food often and regularly. To do this we need to feed ourselves regularly. This involves eating 3 meals and 3 snacks each day with no more than a 3 hour break in-between each meal. Avoid gaps of longer than 3 hours between meals. Try not to graze in-between them. This will help set a rhythm for your body and normalize hunger. Choose foods and portion sizes that you're comfortable eating.

### New Habit 2: Eat balanced meals

In one study, 20 bulimic women were put on a sugar stabilizing diet to see if it would help with their urges to binge and purge. Within three weeks all of the 20 had completely stopped bingeing and all of them remained free from binges in the long term too (Dalvit-McPhillips, 1984). To do this, we need to ensure each meal (and preferably each snack) has a combination of all 3 primary macronutrients. That means a serving of complex carbohydrates, protein and fat in each meal. Aim to have each meal (and preferably each snack) consist of **roughly** 45–65% carbohydrates, 10–35% protein and 20–35% fat.

This will help to:

- Slow down the absorption of glucose into the bloodstream and prevent sugar highs/crashes
- Slow digestion so you feel fuller for longer and absorb more nutrition from your food
- Make you feel more satisfied after each meal.

### New Habit 3: Eat enough

Under-eating always leads to over-eating (eventually). Binges can occur from even gradual, minor under-eating over a period of a few days. What this boils down to is that it is going to be impossible to stop binge eating on 1500 calories a day if your body's requirement is over 2000. Yes, impossible. Eating enough food for your body is perhaps the most important habit when ensuring a binge-free life. Eat enough food to satisfy your biological requirements. Gradually increase the size of your portions until you're eating enough. Give your body time to adjust.

### New Habit: Include some nutrient dense food

If your food is lacking in adequate nutrition it is very difficult to feel properly satisfied. This can lead to binge cravings. Aim to include more real, whole foods into your diet. You know, fresh vegetables, fruit, beans, whole grains, nuts, seeds and lean animal protein like fish, chicken and eggs (the type of food your great-grandmother would have eaten). This will help you feel REALLY satisfied after eating. Additionally, remember that variety is king. A healthy microbiome thrives upon a diverse, nutrient-dense diet. It will balance your gut bugs and promote better digestion, less inflammation and a speedy metabolism.

Let's keep things super simple. Pillar 2: Physical Rebalance can be boiled down to one sentence. "Eat enough nutritious, balanced food, spread throughout the day." - That's it in a nutshell!



## Adopting new habits

The Binge Code Program is all about taking action. We do this through habit actions by breaking down larger habit goals into smaller, more achievable habit actions. Think of habit actions as stepping stones that take you closer toward achieving your larger habit goals. The key to a successful habit action is to make sure that it's clearly defined, specific and doable.

To define your habit action, ask yourself:

- What exactly are you going to do?
- When are you going to do it?
- Where will you be when you make it happen?

You'll get something like this: "I will make breakfast (toast, yogurt and scrambled eggs) at 8 a.m. tomorrow in my kitchen." It can be helpful to use the statement "I will [ACTION] at [TIME] in [LOCATION]".

When creating your habit action, make it simple enough so that you're confident that you'll be able to work on it every single day. And make sure it matches the realities of your life! If you work 12-hour shifts and don't even have time to see your kids, cooking for 2 hours is the last thing on your mind. If you notice you're struggling with practicing your new habit, keep making it simpler until you're confident that you'll be able to work on it every single day.

Afterwards, write it down! Study after study has shown that we remember things better if we write them down (there's a lot of complex neuroscience involved here). By writing down exactly what you're going to do, you vastly increase your chances of actually doing it.

To build a habit, you need to practice it consistently, so try and work on it every single day. However, you shouldn't beat yourself up if you end up skipping your habit. It would be unrealistic to expect perfect consistency. Instead, we encourage you to get right back to the habit, that same day if possible, even if the day has been challenging. What we want to do is avoid the "I've failed so I'll start again tomorrow" mentality. Refuse to give in to thoughts that tell you the whole day is ruined and instead take the next moment as a new chance to get back on track.

## A word from Ali

This is my life's work, and there's nothing more important to me than helping people like you overcome binge eating. However, I realized we hadn't had a chance yet to be properly introduced. I want to take this opportunity to tell you more about my story.

What started out as a healthy diet at the young age of just 12 years old turned into 10 years of living hell. Something in my brain shifted and I became utterly obsessed with dieting. I kept pushing myself to restrict more. I became obsessed with the idea of weight loss.

Pretty soon, my calorie input was next to nothing. My weight dropped dangerously low and this brought a whole range of problems with it. I became anxious and started to experience panic attacks. I couldn't sleep. I was cold all the time. I lost interest in my friends. I was so thin my ribs were poking out. I developed anorexia and lived with it for a couple of years. As a consequence, I then developed a binge eating habit.

Finally, bulimia started to creep up on me. I suffered from bulimia for 10 years and was bingeing and purging up to 10 times a day. One night, after a particularly bad bingeing and purging session, I collapsed in a heap on the bathroom floor. My vision was blurred. I had vomit on my hands and mouth. I fell into a heavy daze.

When I eventually came to, I caught a glimpse of myself in the mirror. My mascara was smudged over my bloodshot eyes and I noticed I had once again ruptured the capillaries on my eyelids. My cheeks were puffy and swollen. My lips were so badly cracked that they were bleeding. I felt my heart palpitating. My breathing was shallow. I was ill.

I took a long stare at myself in the mirror that night and, perhaps for the first time ever, I was forced to acknowledge what I had become. It was painful, raw and real. Something had to change or I would die.

That moment was a turning point for me.

I took action.

I took my first step. Right then and there - by committing to getting better.

And I did just that. The problem I kept running into was a lack of resources for permanent healing. Sure, there was therapy, but that didn't work for me and nutritionists didn't solve it either.

This is why I knew I had to be the pioneer for practical, achievable, permanent recovery.

Then my husband Richard and I began to research like crazy. How could we combine the best aspects of proper nutrition with emotional support? We took the best of all those worlds and create the Binge Code. To say the program worked is an understatement, I quickly made a full recovery and never looked back.

In that moment we knew that they had to share what they had found with the world. It's been a lifesaver for so many people, and continues to prove its effectiveness against binge eating each and every day as people end binge eating for good.





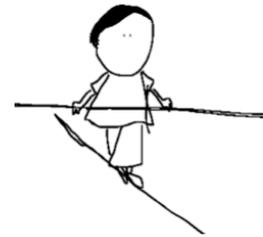
## Pillar 3: Personal Insights

Your body is always communicating with you. A steady stream of subtle feelings, sensations and feedback constantly informing you of its current state. The big question is, are you listening?

Most of us are chronically out of touch with our own bodies. Some of us like to ignore the fact that we even have a body. In general, we are so busy rushing around doing things, we spend so much time trapped in our own head (the prison without walls) that we never really become aware of how our body feels. By continually ignoring the needs of your body you weaken your connection with it. The subtle communication signals between you and your body start to disappear.

Without these messages, it's much harder to know when you're off balance. Your capacity to address your personal needs is diminished and this can lead to all sorts of problems. You overeat, you undereat, you become chronically stressed, you get burnt out. You become physically malnourished and emotionally drained. You experience binge urges, panic attacks and chronic pains. You feel empty, hungry for meaning, lonely, restless and somewhat lost.

It's like a circus tightrope walker. A tightrope walker relies on very small, subtle signals from his body to know if he is off balance or not. He is constantly tuning into his body, listening to his biofeedback and constantly adjusting in order to maintain his balance. This enables him to achieve the amazing feat of walking across a rope. But if those subtle signals from his body were to disappear the tightrope walker would come crashing to the ground. Think of yourself as that tightrope walker and that rope as your health. No body signals, no balance and off you fall.



In this stage of the program you are going to learn the art of Insight Eating so you can stay in balance. You will learn to nourish and balance your biological needs by paying attention to your biofeedback. By doing so you will stay at your healthy weight for life, binge free and you will know exactly when, how much and what to eat that is right for you. This is a process we have developed over 10 years working with clients who have binge eating issues.

This is a radical, new approach that doesn't tell you what to do and not do. It gives you a clear roadmap of how to eat food in a positive way — giving your body the freedom to eat and enjoy what it's naturally asking for.

This will help you to:

- Learn which foods work best for you. You'll be your own teacher.
- Discover which foods bring you the most satisfaction.
- Say goodbye to diet plans or food rules, forever!
- Feel balanced, centered, energetic, alive and good.
- Allow your body gravitates toward a balanced and healthy diet **because that's what feels best**.
- If you carry excess weight, you'll gradually and naturally lose it as your body resets back to a healthy weight that is natural for your body type.

This is a lifelong skill, and we recommend only focusing on Pillar 3 after Pillar 1 and Pillar 2 are in place.

Studies show that people who listen to their internal bodily signals are the least likely to report episodes of disordered eating and body image concerns. They're also able to appreciate their body much more.



## Pillar 3: Personal Insights

# Take a SNAP SHOT

This is a great tool we can use to help boost our internal awareness skills. It also help us to get out of our head and back in touch with our body. At any time of the day, pause for a moment and take 3 slow, deep breaths...

## Breath 1

Take a long slow breath and just drop your awareness into your stomach region. Just notice any sensations that arise there. Notice how your stomach feels. ( You can place your hands on your stomach to help you focus on that region)

## Breath 2

For the next breath expand your awareness out from the stomach region to include the whole of the body. Just get a sense of how the whole body feels (your felt sense). Try to focus on the real world physical sensations not your thoughts and feelings or judgments about your body. Just notice whatever it is you feel at this moment. Do you feel anything on the surface of your skin, like clothing, pressure or a breeze? Can you feel any parts of you touching other parts? Can you feel any tension, movement, space or warmth inside you? Do you notice any strong emotions or feelings?

(You can hang out here for a few extra breaths if you need to but once you have a clear sense of how your body feels move on to the next step)

## Breath 3

Take a long slow inhale and at the top of the inhale take a mental Snap Shot.

Imagine you are holding a camera pointing into your body and take a mental picture snap shot of how your body feels in this moment. Try to capture your physical sensations in the snapshot. Then to embed this picture into your memory.

Most of the time you will feel a vague, fuzzy, complex and ever changing sensation. At times it may be clear and at times it may be undefined. Most of the time it can be hard to put a label on exactly what you are feeling; as though it doesn't fit easily into a simple box or category. If you cannot put a label on what you're feeling, that's okay. I suggest you don't try. Just experience the sensation as it is. The idea here is to feel, not to think or analyze.

By doing this we are exploring our innate sense of aliveness, vitality and energy that exists moment to moment and that otherwise goes unnoticed. We're getting to really understand and know what it feels like to be us. In a way, this is a personal journey of self-exploration in the truest sense.

If you haven't been aware of your body sensations for a long time it can initially feel a little uncomfortable or awkward. You may even feel some anxiety and fear. Think about it like this: Have you ever bumped into an old, long lost friend? Someone you haven't seen in years. Initially it can be a little awkward as you get to know each other again. But it doesn't take long before you get back into the old groove and become the best of buddies again. Similarly, as you practice, it won't take long before you really connect and feel much more comfortable with your body awareness.

Don't worry if you don't feel anything magical at first. Most people won't. Just keep practicing. Keep bringing your attention to your body awareness and with time, you'll start to learn how your body communicates with you.



## Check-in to measure hunger levels

Due to chaotic eating habits, our hunger tends to be erratic, scary, powerful and confusing. We don't trust our hunger. It's our worst enemy and we try to fight it as best we can. We often ignore our hunger, see it as the enemy and instead rely on artificial external cues, such as diet plans, calorie counting or bingeing and purging to dictate our eating habits.

However to recover from binge eating, you need to make peace with your hunger. **You need to become more aware of it, explore it, learn from it and start to get comfortable with it.**

In time, this will heal your relationship with hunger.

I recommend you take a snap shot:

1. Before your meal
2. During your meal
3. After your meal
4. An hour so after eating

The more you practice observing your physical hunger cues (and differentiating them from just wanting to eat), the better you will get at it. Don't worry too much if you don't feel any hunger. Many of us are experts at ignoring our body's signals. Continue working on the fundamentals and building your hunger awareness. In time, these signals will return. As the relationship strengthens, you'll be able to trust and depend on your hunger as a reliable guide to how much, what and when you should eat (rather than following a dangerous restrictive diet). Using hunger as a guide is the secret key to lifelong recovery from binge eating.

## Check-in to adjust your eating habits

We all have our own unique personal diets. Some foods work better for us than others.

We can't just rely on nutritional knowledge. If nutritional knowledge was all that was needed to be a healthy eater, then binge eaters and bulimics would be some of the healthiest eaters on the planet. Obviously, nutritional knowledge alone doesn't work.

Also, you can't always trust your instincts. Modern, manufactured food has been engineered to be as moreish and addictive as possible. One bite can play havoc with your natural intuitive signals. If we were to listen to our instincts, there's a danger that we could just end up bingeing on those foods.

The solution is to take regular snap shots to figure out what foods work best for you. This is all about your own personal experience with food. We need to avoid putting too much focus on nutrition in case we ignore the foods that really work for us. This is about you building your own personal ruleset for what works best for you. Here's how to do it:

This will help you to:

- Learn which foods work best for you. You'll be your own teacher;
- Discover which foods bring you the most satisfaction;
- Stay centered, balanced and binge-free.

## Step 1. Check in to see what you feel like eating

When you notice you're hungry, drop your awareness into your stomach and notice if it's signaling any food preferences. What kind of food is your body craving? What type of food would bring you the greatest satisfaction? Try to imagine the taste of foods you might be hungry for and that you might find to be the most satisfying.

Spend a few moments there. Give your gut a little time to answer. You can even rest your hands on your belly and take a few deep breaths (try the Snap Shot). Let your body (not your mind, your emotions or other people's diets) lead your

food choice here. Try to let go of any preconceived notions or ideas of what you should or shouldn't eat and be open to accepting whatever signals your gut may give you. Your gut may give you a clear preference for a specific food, or just a general, vague idea.

## Step 2. Balance your food preference

Imagine eating these foods and consider how you'll feel afterwards. Think back to when you ate those foods in the past. Did they knock you off balance or did you feel good after eating them? Were you hungry soon afterwards? Did you have any issues with those foods? Use the **knowledge gained from your personal experience** and allow it to guide you.

If needed, adjust your food preference so that it's more balancing for you. For example:

- Perhaps make it more nutritious by adding more real food;
- If it has a high sugar content, perhaps eat a smaller portion as a side dish, or as a dessert after eating;
- If the food lacks satisfaction, perhaps an avocado or a few nuts would help. You can also try and increase your protein intake by adding a boiled egg.

The key here is to adjust your food preference so that you feel centered AND satisfy your hunger cravings. It's like Goldilocks and the Three Bears. We want our porridge to be just right, so that we feel happy, content, satisfied and centered for two to three hours.

## Step 3. After eating, keep checking in to gain further insight

An hour or two after eating, check in with yourself and **observe** how you feel. Try to focus more on physical sensations rather than your emotional feelings.

You may notice:

- How the food feels in your stomach;
- If you feel satisfied or are still hungry for more food;
- If you have any cravings for specific foods;
- Changes in your energy levels;
- Changes in your mood.

Do this regularly and over time, you'll build up a mental library of different moods and physical feelings that result from different foods. Each time you eat something different, you can add to your database of knowledge. These vital insights can be stored and used next time to help you make more effective choices.

Every little bit of knowledge gained through awareness of how your body feels is further insight into what works best for you. If eating a particular food makes you feel groggy, nauseous or physically unwell, don't beat yourself up. Thank yourself for noticing that useful information. This doesn't mean that you must eliminate that food altogether (remember, we're doing away with rules) — it may simply mean that you should eat less of it next time.

# Take a moment...

Take a moment to imagine yourself one year from now, free from binge eating.

Imagine your ideal day, what does it look like? How do you feel?

Imagine some of the really fun and enjoyable things you'll do now you're free from binge eating.

See yourself handling stressful situations calmly without turning to food. It feels good, doesn't it?

This can be your future now. You can have hope.

Never, ever, doubt that you can beat this. You can. You do not have to spend the rest of your life as a slave to food. We've helped thousands of people over the past 10 years with many suffering over 20, 30 and even 40 years with eating issues. Yet with determination, patience and commitment they did.

They overcame this. You can do it too. You can be free.



Faith  
Orlando USA

"I have tried it all - counselling, CBT, psychiatry, inpatient, outpatient, ED unit, self help, psychiatric drugs, hypnosis - yada yada yada - practical useful steps like your method seems to be working for me"



Andy  
Kentucky USA

"It's simple, makes so much sense and despite only having started to try and implement it into my life, I can already see massive benefits!"



Olivia  
Perth Australia

You gave me a life! Words can't express how incredibly grateful I am...

Read more success stories here: <https://bingecode.com/results/>

# WHAT NEXT?

We really hope you found this mini-workbook helpful, but this is just the tip of the iceberg. If you want to go deeper here is what you can do next.

## Try our free mini course



Sign up for our FREE mini course to get started with the binge code.

Join the Free Mini Course

<https://bingecode.com/free-mini-course/>

## Connect with the Face Book group



<https://www.facebook.com/groups/bingecode>

## Read our best selling books



Our books are amongst the highest rated/ best selling eating disorder recovery books on Amazon.com

Learn more: <https://bingecode.com/our-books/>

## Get matched with a Binge Code Coach



We offer a coaching program for anyone looking for one-on-one support and accountability to overcome binge eating. All of our coaches have recovered from binge eating, so you'll be sharing your journey with someone who truly understands what you're going through.

Get matched with a coach

<https://bingecode.com/coaching/>