

YOUR  
GUIDE TO  
SUGAR  
CRAVINGS

Do you feel like sugar has a stronghold on your life? Does the vending machine shout your name? Does it frustrate you that your spouse can stop after “just one,” but you can’t? Being sugar sensitive is a reality for many people, and if you answered YES to any of these questions, you’re not alone. Sugar cravings have nothing to do with a lack of willpower and everything to do with balancing your brain chemistry.

### 1. Snack between your meals.

This will ensure that you stay off the [blood sugar roller coaster](#). You know you’ve been for a ride when you’re constantly fighting sugar cravings. Eat a combination of protein, fat and carbohydrates ([PFC!](#)) every few hours to keep your blood sugar levels stable so that you don’t crash and crave more sugar. Going for long periods of time without eating not only causes cravings, but is also a culprit of brain fog, sluggishness and that “hangry” (hungry/angry!) feeling. Prevent this by keeping your body fueled with your P’s, F’s and C’s. For meal and snack ideas, check out the [Ultimate Real Food Recipe Book](#). I take the burden of planning off your shoulders with this ultimate field guide to PFC living made easy!

### 2. Eat more fat!

For a few reasons: First, fat slows down the absorption of sugar into your bloodstream so that you don’t get a huge surge followed by a crash which is when you crave sugar. Second, it keeps you full and sends your brain a hormonal message (cholecystokinin) telling you to stop eating. Last but not least, when fat is removed, sugar (or artificial sweeteners which aren’t any better) are added, setting you up for that vicious cycle of more cravings. Enjoy healthy fat like butter, avocado, olives, coconut oil, heavy cream, coconut milk, olive oil, nuts and seeds and notice how it helps to keep your cravings away.

### 3. Supplement with Pure GlutaCaps™.

These will be your lifesaver! Both as a preventative measure and when you have an existing sugar craving, supplement with this amino acid. It works in two amazing ways: it helps prevent cravings because it supports the production of your neurotransmitters (brain chemicals) that determine whether or not you have sugar cravings and it helps to reduce inflammation that sugar has caused, which means fewer cravings in the future and more energy for your body to put towards your metabolism and weight loss! If you experience frequent sugar cravings, I generally recommend two [Pure GlutaCaps™](#) or one teaspoon of [Pure GlutaPowder™](#) mixed into water, 15-30 minutes before meals.

#### BONUS!

Use L-Glutamine on the spot for sugar cravings! Lick your finger, dip it into your [Pure GlutaPowder™](#) and put it on your tongue, or crack open one of your [Pure GlutaCaps™](#) and pour the powder under your tongue for instant relief. Your craving will go away minutes or even seconds after.

#### 4. Take probiotics.

Probiotics support your gut, which is where your brain chemicals are made. The gut-brain connection is proven and essential for eliminating sugar cravings, so this step should not be overlooked. Failing to address the biochemical factor means you're setting yourself up for cravings. I recommend getting probiotics in both food and supplement form, but if you're experiencing sugar cravings on a regular basis, you need more support than fermented foods alone can provide. Generally, for those who are sugar sensitive, I recommend two [ProbioVive™](#) capsules 15-30 minutes before meals. It's common to report an instant reduction in sugar cravings after just one or two meals where you've taken your [Pure GlutaPowder™](#) or [Pure GlutaCaps™](#) and [ProbioVive™](#) beforehand!

#### 6. Make sleep a priority.

When it comes to keeping cravings away, sleep matters. The hormone, ghrelin, stimulates appetite and plays a big role in your body's signals of hunger and cravings. When you deprive yourself of sleep, ghrelin drives hunger and cravings up. When you get your 8-9 hours each night, the hormone leptin (opposite to ghrelin) does its job and keeps your hunger and cravings at bay, and you feel satisfied and great.

#### 8. Focus on real, whole foods.

The less packaged, processed and refined, the better. Quality protein from meat, fish and eggs; healthy fat from nuts, seeds, avocados and butter; nutritious carbohydrates from vegetables and fruits—they all help regulate your blood sugar. Avoid the massive spikes in blood sugar levels which lead to sugar cravings, by eating REAL foods.

**10. Get support.** Last and certainly not least, while overcoming sugar cravings is absolutely liberating and rewarding, it's likely going to prove extremely challenging, too. If you have been running on a sugar high for a long time, the breakthrough process can be like overcoming a drug addiction which can include frustration, withdrawals, and even relapses. This is all normal, and you're not alone! My team and I help support you and guide you through this process of gaining freedom from sugar and control over your biochemistry in Rule Breakers! [Let's do this!](#)

Take the first step!  
**[Contact us](#) and we'll help you  
escape sugar addiction  
just as we have thousands of others.**

#### 5. Eat More Protein!

Protein helps in an extra special way because it is a precursor for your neurotransmitters—the brain chemicals I mentioned earlier—that you need adequate amounts of to keep sugar cravings at bay. You can support the production of these neurotransmitters by consuming protein throughout the day—not just at meal time but an ounce or two for snacks as well.

#### 7. Forget about willpower.

Acknowledge that you have control over your biochemistry and make it a priority to implement these tips. I would never expect you to “just stop eating sugar” without first addressing your underlying biochemical imbalance that's causing the cravings to happen in the first place.

#### 9. Manage your stress.

The connection between stress and sugar cravings is powerful for a few key reasons. First, cortisol, (your “stress hormone”), is released in response to stress. It raises blood sugar levels, and when they crash is when you crave. Also, stress can weaken your gut lining, making it more permeable and thus interfering with the production of those important neurotransmitters (brain chemicals) that you need to have enough of so that you don't crave sugar.