

CASSIE'S
12 STEPS to
overcoming
SUGAR
ADDICTION



CASSIE.net

Are you constantly thinking about where you'll get your next sugar fix, your next "guilty pleasure" or "cheat?" Ever swore you were only going to "just have one," and before you know it the entire box is gone? Or—and I know this was one of my big problems—have you made an excuse for why you NEED to get groceries at 10:00pm...knowing it's really a Ben & Jerry's run?

If you answered YES, you're not alone. Being sugar sensitive (or dare I say—addicted) is a reality for many people (myself included). **Sweet tooth cravings have nothing to do with a lack of willpower and everything to do with balancing your brain chemistry and blood sugars.**

Allow me to be your guide!



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“This is a legitimate struggle and I am here to tell you that you **can** overcome it.”

meet CASSIE



Hi, I'm Cassie! I am thrilled that you are reading this. As a Licensed Dietitian, professional speaker, #1 international bestselling author and former sugar addict myself, I'm honored to be your guide.

I get it. I struggled for far too long feeling ashamed, consuming my “drug of choice” behind closed doors... and feeling regretful shortly after. I can't count the number of times I tried to “get clean.” Not from any drug—though its affects on my body were just as damaging. I felt like a junkie. I would try to abstain, but then I would need my fix. “Just a little hit. Then I'll feel better.”

But one hit—or bite—was never just one. Unlike those who are addicted to hard drugs, I was surrounded by my addiction. I could get it at any gas station, grocery store...heck, Amazon PrimeNow could send me something in a matter of hours! I felt so out of control. I was a will-less Pavlovian dog. One whiff, or even just the thought of it, and I salivated.

I felt so alone at the time, as if I was the only one suffering, but now I know I wasn't. Perhaps you've felt this way, too? Thousands, maybe even millions of us across the U.S. struggle with this, yet in our society, it's either laughed off (because sugar's pervasiveness has become commonplace and socially acceptable...even expected), or it's hidden behind closed doors because of the shame that accompanies it.

You are not alone. Thousands of women have heard my story and then confessed to me their struggle with this exact same issue. They tell me their most embarrassing moments—the great lengths to which sugar has driven them—and when they say it out loud for the first time, it's always with tears of embarrassment running down their face. Sugar controlled them, and they had been hiding it for so long.

meet Cassie continued...

...meet Cassie continued

Our clients no longer want to be controlled by a white powdery substance that provides nothing but shame and pain.

Our clients are desperate to finally break this cycle of embarrassment and frustration or “giving” up sugar, then indulging again. Throwing everything away on Monday, only to be back in the same self-defeated place on Wednesday (if not by Tuesday). Unsuccessful every time.

So often, we laugh our cravings off or make light of them, even though deep down the cravings are a real problem. This is a legitimate struggle and I am here to tell you that you can overcome it.

But before we dive in, allow me to share with you one of my most embarrassing moments, EVER!

I share this story because I’ve been there, too. And this night stands out in my mind so strongly because **it’s a night where I completely lost control...**

When I was in school to be a Registered Dietitian, I was actually struggling with my sugar habit A LOT. It had gotten so out of hand that one night I totally lost control.

My roommate had left for the evening. On her side of the room, there was a sealed plastic container of frosted cookies that she had just picked up from the grocery store.

I remember sitting alone in the room feeling like I was in a battle with this package of cookies. They were calling me! All 12 of them!

I was actually sweating a little bit and felt my heart racing as I tried to resist them. But in the end, I caved. And I shamefully grabbed the container and ate them. All of them. Twelve frosted cookies disappeared and I felt absolutely disgusting.

The next morning, it got worse. Because I had to confess to my roommate that I’d eaten her entire container of frosted sugar cookies.

“One client told me she *locks herself* out of the pantry and **has her husband hide the key.**”



“Another **leaves her credit cards** at home so she doesn’t “somehow” end up in the McDonald’s drive thru ordering ice cream.”



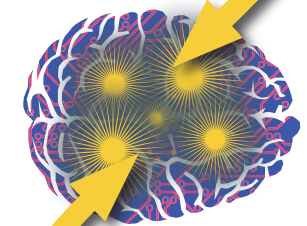
“Many have told me stories of throwing their indulgence into the garbage so they wouldn’t eat it, only to find themselves shamefully **digging through that garbage** just minutes later.”

...meet Cassie continued

Yep, the soon-to-be dietitian who couldn't keep her hands off of some cookies. I felt like such a fraud.

And you know what? There were hundreds of similar moments. Like, intentionally buying "Halloween candy" in August. Hitting up McDonald's for Shamrock Shakes in March. Downing Pumpkin Spice lattes at Starbucks in September.

I was trying to follow all the "dieting rules" I was learning in school. I tried countless "sugar detoxes." But I kept caving. And putting on weight. And feeling more and more out of control.



The truth is—I was a sugar addict.

Yes, sugar addiction is a real thing. **Sugar has the same effect on the brain as cocaine.** *It literally triggers the same reward centers as this powerful drug...so it's no wonder why we can't "just give it up."* It doesn't work that way.

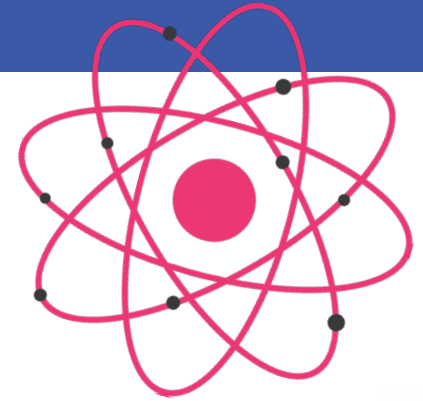
And I know, calling your compulsion to consume sugar an addiction probably sounds a bit dramatic, but let me explain. Addiction is defined as the continued use of a mood-altering substance or acting out of a particular behavior despite adverse dependency consequences. When you are addicted to something, you keep exposing yourself to it—even when you know it's harming your health. And deep down, you know you can't stop after just one, right?

The kicker for me was that the eating regimen I was learning in dietitian school (the low-fat, low-calorie diet) only **added** to the problem. It brought me to the unhealthiest point of my life, and my heaviest weight.

But here's that good news again: kicking sugar addiction has nothing to do with willpower, and everything to do with balancing your brain chemistry.

That's why I've become an expert on busting sugar addiction...and I'm excited to share my findings with you. :)





Q: *Why do sugar cravings happen, anyway?*

A: Sugar cravings are a biochemical response in your brain. They are the response to one of two things—or both of them working together. These are the real reasons you get cravings in the first place:

Reason #1: Your blood sugar levels are low. (When they crash is when you crave!)

Your brain is really smart and knows that if your blood sugar levels are below where they should be, it wants to raise them, STAT. And the quickest way it can bring them back up is if you consume sugar. As I'm sure you already know, it's virtually impossible to not give into sugar cravings when your brain is driving you to get your hands on sugar as fast as you possibly can.

Reason #2: You don't have enough neurotransmitters (a fancy word for brain chemicals like histamine, glutamate, dopamine, serotonin and GABA).

You need those to prevent those compelling sugar cravings from surfacing.

Of course the exciting part about all of this is that there is something you can do about it. You don't have to live this way. Myself and thousands of our clients who have gone through my programs have complete control over sugar cravings—even though we never thought it was possible!!

Let's take a closer look at how you can start to bust those sugar cravings and take back control of your life, like I've done for myself and our thousands of personal coaching clients. I'm excited to share 12 action steps with you so you can be on your way to freedom!

Step 1: “PFC Every 3.”

One of the best ways for kicking cravings that result from blood sugar crashes is to consume all three macronutrients—proteins, fats and carbohydrates—together, in balance, every few hours. That’s because when you’re craving sugar, that means your blood sugar levels are NOT stable or balanced.

When your blood sugar levels drop, your brain craves sugar. When you respond to a sugar craving by having a cookie...or five...you find yourself experiencing a blood sugar spike followed by a crash well below a normal level. Your brain doesn’t know what to make of these spikes and crashes, but it does know that low blood sugar levels are a problem. So, it sets off its emergency alarm system and tells you to eat more sugar! You dutifully do so, despite the feelings of shame. You eat another cookie...and then another, and another, setting you up on the addictive cycle. This results in repeated cycles of low blood sugar levels, increasing your tolerance for sugar, and programming your brain to want more and more and more.

We need to stop this vicious cycle!

Your first step is focusing on PFC-balanced meals and having snacks in between.

Any time you eat a Carb, you want to pair it with a Fat and Protein. This is because fat slows down the absorption of sugar into your bloodstream (so you don’t get a huge surge followed by a crash, which remember, is when you crave sugar). It also keeps you full and sends a message to your brain, telling you to stop eating. Just be sure to focus on those healthy fats like butter, avocado, olives, coconut oil, nuts and seeds—not processed, damaged ones like margarine, vegetable oil, or cool whip (those increase cravings and can slow down your metabolism too).

Protein is also super-duper important, and helps in a special way because it is a precursor for your neurotransmitters—the brain chemicals I mentioned earlier. You need adequate amounts of these to keep sugar cravings at bay. You can support the production of these neurotransmitters by consuming protein. Your body does not store protein, so you need to make sure you’re eating it throughout the day to stay sugar-craving free. A good rule of thumb is to aim for eating a portion of protein equivalent to the thickness and circumference of the palm of your hand at meals (2-3 eggs, 4-6 oz. of chicken, beef, or fish) and about half that amount for snacks.



- Precursor for your neurotransmitters
- Boosts your metabolism when you eat it
- Eat it throughout the day (every 3 hours!)

- Slows down sugar absorption
- Keeps blood sugar levels stable
- Helps you feel satiated and full

- Choose mostly vegetable and fruit carbs
- Always pair carbs with a fat and protein
- Necessary for blood sugar balance

BREAKFAST

snack!

LUNCH

snack!

DINNER

BEDTIME
snack!

Step 2:

Snack between your meals.

The “every three” part of “PFC Every Three” is important because when you don't eat for long periods of time, your blood sugar levels crash, and that's when you start craving sugar. Snacking throughout the day keeps your blood sugar levels stable, and I recommend eating a protein, fat, and carbohydrate every three (to four) hours. This keeps sugar cravings at bay by keeping your blood sugar levels nice and stable, so that you don't hit those lows where your brain tells you to fix it by eating sugar. That means snacking between your meals!

Step 3:

Make it a priority to 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. Besides, the more you're eating whole, real foods, the less room you'll have for processed, junky ones. And it's the processed foods (er—"fake foods") that are loaded with sugar and refined carbohydrates (which turn into a LOT of sugar in your body). **Avoid the massive spikes in blood sugar levels which lead to sugar cravings, by eating real, whole, unprocessed foods.**

Bonus: with stable blood sugars, your fat-burning hormone, glucagon, is released which boosts your metabolism and burns fat!



Step 4:

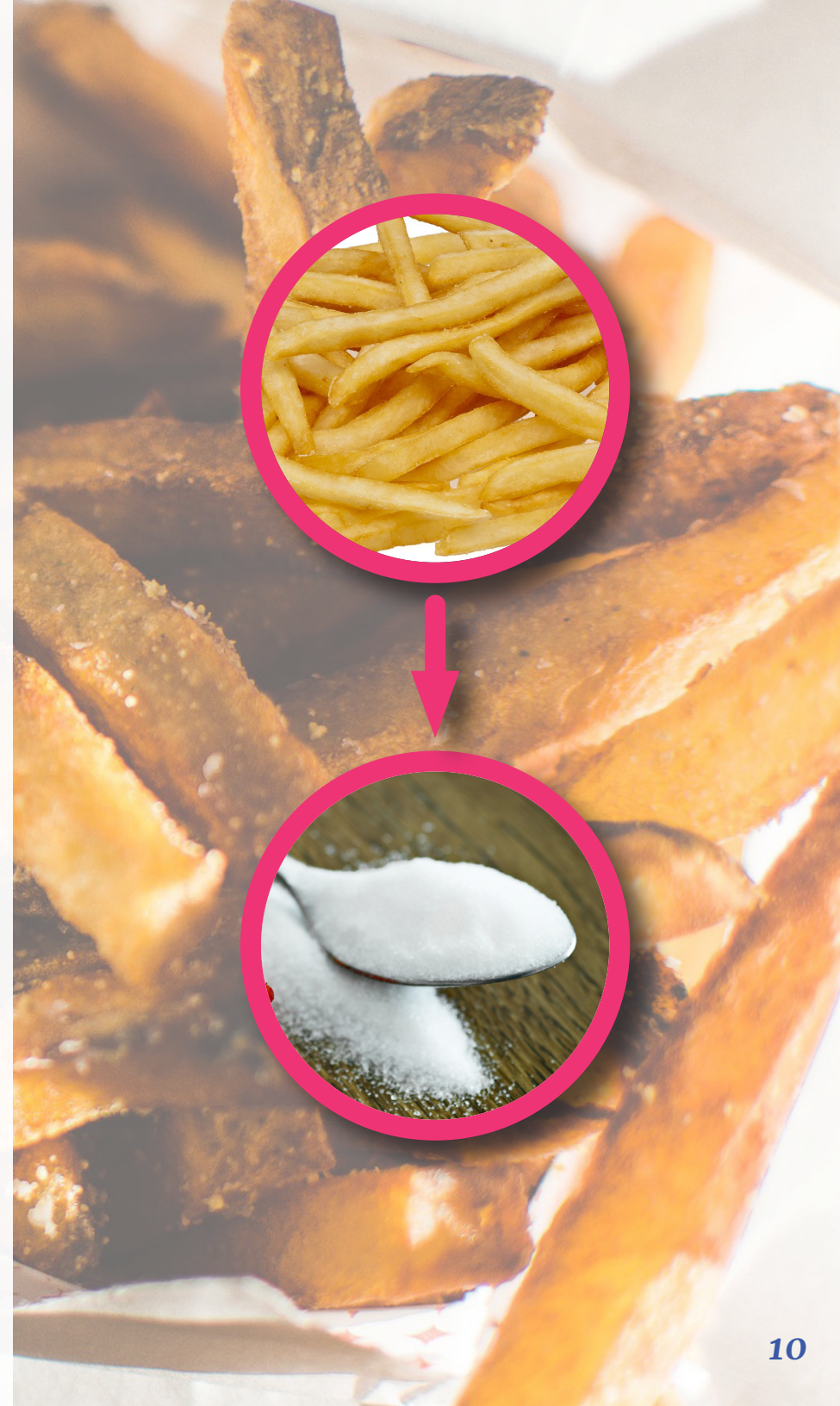
Pay attention to your carb intake

Note that **ALL carbohydrates turn into sugar in your body** (not just sweets). So, we're talking about obvious added sugars and also other carbohydrates as well—processed carbs like breads, pastas, cakes, crackers, granola bars, cereal, and potato chips all cause your blood sugar to spike high and fast, setting you up for a ride on the blood sugar roller coaster that causes inflammation and more cravings.

You may not have a “sweet tooth,” but when your blood sugar levels are low, if you grab potato chips or pretzels (or even just a slice or two of bread!), what you're really craving is SUGAR.

So, focus on those good carbs—veggies and fruit—and eat them with a fat and protein so you don't throw your blood sugar out of whack.

Having more non-starchy vegetables (like broccoli, cauliflower, green beans, spinach and kale) instead of starchy ones (like potatoes, peas, sweet potatoes, corn and carrots) can reduce sugar cravings because the non-starchies cause less of a spike in blood sugar.





Step 5: Add in more FAT.

Healthy fat was a GAME CHANGER for me. Especially because, unless we're being intentional about it, **most of us are naturally following low-fat diets—even if we aren't trying to.**

Fat is EXTRA important for preventing sugar cravings because it slows down absorption of sugar into your bloodstream, keeps you full and sends a message to your brain, telling you to stop eating.

How much?

When I make general recommendations, I say to start with a couple tablespoons of healthy fat every time you eat, but for those who struggle with sugar issues (like me), you'll want to start with at least 3 or 4 tablespoons—and I mean EVERY time you eat.

Eating some carrot sticks or berries with an egg? Pair them with some guacamole or a handful of nuts or seeds. Or another snack could be a couple huge spoonfuls of almond butter with your hard boiled egg and small apple, or for breakfast, cooking your eggs in 2 tablespoons of coconut oil, and then also adding half a sliced avocado on top. Or maybe at dinner your fish is topped with two tablespoons of melted butter and so is your sweet potato.

Besides, the simplest way to conquer Step #1 ("PFC every 3") is to intentionally eat more healthy fat. This alone will make it easier to eat fewer carbohydrates and less sugar. For me, and for so many of our clients who come in craving sugar, this simple step works wonders immediately. Healthy fat keeps your blood sugar levels balanced so you stay satisfied and full and your desire for sugar diminishes. When you do this, a hormonal message (cholecystokinin) is sent to your brain to tell you to stop eating. Fat specifically slows down the absorption of sugar into your bloodstream so that you don't get a huge surge that is followed by a crash, which is when you crave sugar.

Step 6: Check labels for hidden sugars

Over the past couple of decades, food manufacturers have gotten super sneaky at adding in sugar of all kinds to their products. They know that the more addicted you get, the more money they make! That's why it's important to be on the defense—even in places you'd least expect it (like pasta sauce, chewing gum, and vitamins!).

Under the ingredient list, you're looking out for: sugar, corn syrup, high fructose corn syrup (HFCS), evaporated cane juice, dehydrated cane syrup, fruit juice concentrate, barley malt, glucose solids, turbaned, maltodextrin, honey, molasses, maple syrup, and anything ending in "-ose" (fructose, sucrose, maltose, galactose, dextrose). It's best to steer clear of all of those. And while it's true that honey, coconut sugar, agave nectar, or monk fruit sugar may be the lesser of the evils (since they contain a few nutrients), be careful. With or without the nutrients, these are still sugars that can set you up for the vicious cycle of cravings.

Better yet—avoid anything with labels in the first place so you know exactly what it is you're eating!



Step 7: Supplement to address the root cause.

While your food choices are absolutely important for managing your cravings, there's more to it than that. I would never expect you to be able to "just stop eating sugar" without first addressing your underlying biochemical imbalance that's causing your cravings to happen in the first place.

Being addicted to sugar is real, and the fact of the matter is that **sugar cravings have nothing to do with a lack of willpower, and everything to do with balancing your brain chemistry.** We do this through the first 2 steps, and then with specific supplementation to build up these brain chemicals.

If you try to break free of your cravings with nutrients from food alone, you may have some success, but ultimately when you are sugar sensitive, your body won't be completely craving-free because you're still not getting to the root cause of the cravings. We can certainly balance our blood sugar levels with food, but for our clients who struggle with frequent, intense sugar cravings, they've found that food alone isn't enough to keep the cravings away for good.

This is something I learned the hard way until I finally realized I couldn't control my cravings with just food. That's why I make it a priority to support my brain and body by supplementing every single day. Supplementing is a critical part of battling the sugar dragon and it may in fact be, the most powerful, life-changing step for you and for your sugar addiction.

There are 3 supplements that together work most effectively at busting and preventing sugar cravings from happening, and I've bundled them together into our "Gut Health Kit."

Those brain chemicals that you need to resist sugar? They're made in your gut. That's why I specifically developed this Gut Health Kit as a starter for people (like you and me!) who struggle with sugar cravings.

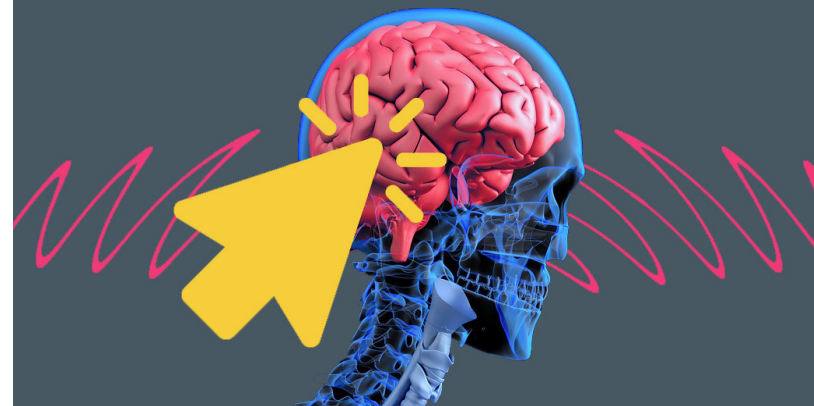
Get 10% off each of these three individual supplements by getting the Gut Health Kit.

Use this link to get the 10% off.

“Sugar cravings
have **NOTHING**
to do with



and
EVERYTHING
to do with
balancing your
BRAIN CHEMISTRY.”



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1. **Pure Glutacaps™**: These will be your lifesaver! Both as a preventative measure and when you have an existing sugar craving, this amino acid works wonders. It works in two life-changing ways:

- It helps prevent cravings because it supports the production of your neurotransmitters (brain chemicals) that determine whether or not you have sugar cravings.
 - 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 and all the other things you want it to do for you!
- ▶ I recommend starting with 2 Pure Glutacaps™, 15-30 minutes before meals (or a total of 3 times a day.)
- ▶ If your sugar cravings are intense, you'll want to take these before your snacks (2-3 times per day) and use the **Pure Glutapowder™** (1 teaspoon mixed into water, 15-30 minutes before meals).

BONUS!

For on-the-spot sugar craving zapping, lick your finger, dip it into your Pure Glutapowder™ and put it on your tongue OR crack open a Pure Glutacaps™ and pour the powder under your tongue...for instant relief! Your craving will go away minutes or even seconds after. Like magic... except it's science. :)



2. **ProbioVive™:** This is a really high quality, potent probiotic that boosts the good bacteria in your gut and helps crowd out the bad guys. Since your brain chemicals that prevent sugar cravings are made in your gut, you want to make sure you've got plenty of good, healthy bacteria. The gut-brain connection is proven and essential for eliminating sugar cravings, so this one should not be overlooked.

- ▶ For sugar cravings, I recommend one capsule of ProbioVive™ taken 15-30 minutes before all of your meals.
- ▶ If your sugar cravings are intense, you'll want to add one of these 15-30 minutes before your snacks, too (2-3x/day).



3. **Pure Fish Oil:** This is the 3rd key gut health supplement because it specifically helps reduce inflammation which has happened as a result of your sugar habit, and a build up of inflammation can lead to more sugar cravings—it's a vicious cycle that we need to put an end to!

- ▶ Take one capsule of Pure Fish Oil at all of your meals, with your food.





Step 8:

Make sleep a priority.

It may seem odd for a dietitian to throw in a sleep recommendation, but it's a biggie. If you needed another reason to get more Zzz's, then this is it! **When it comes to keeping cravings away, sleep matters.** When you deprive yourself of sleep, your body produces more ghrelin, the hormone which stimulates appetite, and less leptin, the hormone that makes you feel full. So, sleep more to crave less!



Step 9: Relax.

There is a huge connection between stress and your sugar cravings.

Here's how it works: cortisol is released in response to stress. Cortisol raises your blood sugar levels and when they crash is when you crave. This means anytime you're stressed out, it's like you're eating bags of chips and boxes of cookies all day long! Except you aren't even eating any of those things...but you're still suffering from similar effects! (And that's not even taking into account if you reach for EXTRA sugar when you're stressed out!) Also, stress can weaken your gut lining, making it more permeable and thus interfering with the production of those important neurotransmitters (brain chemicals) that are necessary to bust sugar cravings (another reason why the Gut Health supplements come into play!).

Overall, stress absolutely needs to be taken into consideration and managed in order for you to be craving-free.

Here are three simple ways to relax:

- Say “no” to remove obligations from your plate that are more stressful than good.
- Journal for 10 minutes every single day.
- Talk about it, either with a close friend or family member, or maybe a Dietitian Coach.

Step 10:

Watch your alcohol intake.

This may be surprising, but alcohol can induce sugar cravings by affecting your blood sugar levels. It can cause your blood sugar to spike and immediately drop which causes you to crave. And drinking sugary alcoholic drinks is a double whammy that will surely throw you for a ride on the blood sugar roller coaster. (Read: major cravings! And hangovers. No thanks to both!)

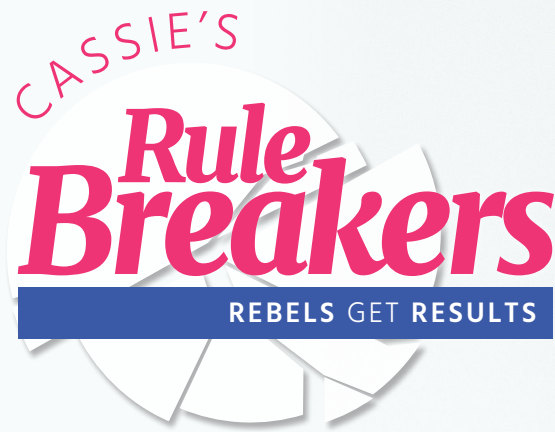




Step 11:

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.



Step 12:

Become a Rule Breaker.

*The weight loss coaching program with **sustainable results** you've been looking for!*

These 12 steps are just the beginning of your journey to gaining control over your cravings and overcoming a sugar addiction—and you don't have to do it alone!

Here's what you get as one of Cassie's Rule Breakers:

- Monthly private one-on-one coaching calls with a dietitian
- Jumpstart Training Video Series: Fast Track to Fat Loss
- Weekly Group Coaching Calls with Dietitians
- Monthly Masterclasses to keep your momentum going
- Access to Rule Breakers Membership Portal
- Access to Rule Breakers Private Facebook Group
- Your very own 15% discount for all future Real Food Vitamins® purchases
- Plus tons of bonuses & goodies to help you along the way!

A smiling woman with long brown hair, wearing a white cold-shoulder top and black pants, holds a small teal plate with a pat of butter on it. She is wearing gold hoop earrings and a gold watch.

BOOK YOUR CALL
to see if it's a fit!