

# Understand why you eat chocolate

By LAURA BUTTIGIEG

**W**HO cares if you are what you eat?

What's really important is the psychology behind why people eat a block of chocolate instead of pumping iron at the gym.

Indoortroopilly doctor George Blair-West believes the key to losing weight and keeping it off is not sacrifice or self-discipline.

Instead, the psychiatrist believes it is the "whys" which need focus.

"Why we eat what we shouldn't; why we don't eat what we should; why we don't exercise to the level we should; and the biggest one – why we sabotage our weight loss plans," Dr Blair-West said.

Director of psychophysiology at Auchenflower's River City Private Hospital Obesity Rehabilitation Unit, Dr Blair-West said if people went without "high sacrifice" foods – foods they would have to completely give up – it usually led to overeating.

"If we deprive ourselves of food we have an emotional attachment to, we will ultimately sabotage our weight loss plan and move into rebound overeating," he said.

"The 80 per cent failure rate of obesity is no surprise once you understand the Restraint Theory."

Dr Blair-West will launch his book *Weight Loss for Food Lovers – Understanding the Psychology and*



■ Finding the answers. . . George Blair-West says there's more to losing weight than self-discipline. XC

*Sabotage of Weight Loss* on Friday, August 18, at a four-course lunch at the Royal On the Park Hotel, Brisbane. Tickets \$95 per

person or \$900 for a table of 10. Phone 3112 1671. The book is \$29.95 in shops or go to [www.weightlossforfoodlovers.com](http://www.weightlossforfoodlovers.com).