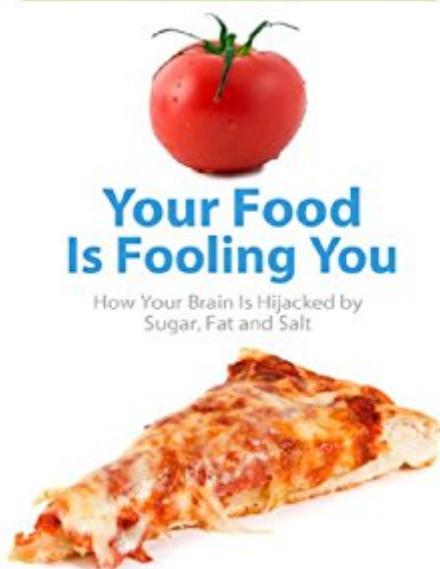


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Your Food Is Fooling You: How Your Brain Is Hijacked By Sugar, Fat, And Salt

Young Reader's Edition of the *New York Times* Bestseller
The End of Overeating



DAVID A. KESSLER, M.D.



Synopsis

Teen edition of the New York Times bestseller, *The End of Overeating*Former commissioner of the US Food and Drug Administration David A. Kessler, M.D., argues forcefully that our brain chemistry is being hijacked by the food we eat: that by consuming stimulating combinations of sugar, fat, and salt, we're conditioning our bodies to crave more sugar, fat, and salt— and consigning ourselves to a vicious cycle of overeating. Adapted from the adult trade bestseller *The End of Overeating*, *Your Food Is Fooling You* is concise and direct and delivers the same message, many of the fascinating case studies, and the same advice for breaking bad eating habits in a voice and format that's accessible, positive, and affirming for teenagers. Young people are at most risk of forming bad eating habits—but they're also highly aware of body image and highly responsive to positive messages about health and diet. *Your Food Is Fooling You* is a readable, authoritative, and entertaining call to action by one of our nation's leading public health figures.

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Customer Reviews

This is a very helpful book. I had read the 2009 book *The End of Overeating* on which this is based.

Dr. David Kessler is one of my heroes...tough, smart, truth-telling. I do think processed foods are shot full of sodium, sugar, and fat, and these make processed foods addictive. And these addictions contribute to the obesity plaguing our country and many countries in the world, with resulting diabetes, heart disease, and other diseases. If we're going to fight these diseases for the many people who suffer from them, we are going to have to address these addictive and unhealthy foods that the food industry is selling us, to our detriment and their profit. Your Food Is Fooling You is addressed to a young adult and teen audience. I really didn't pick up on that. There are a lot of smart teens and young adults out there; it didn't seem that the book was written down. I got a lot out of it and I'm about to celebrate my 55th high school reunion. Thanks, Dr. Kessler.

Good read. Educate yourself on how the food chain is perversely controlled to make you eat more than you need to.

This is a "young reader's edition" of the author's best-selling book, The End of Overeating. It is shorter than the original book and the typesetting is done in a way that will be more appealing to younger readers (and perhaps to impatient adult readers). If you are in a hurry to absorb the main points of the presentation, this version is recommended. If you want to read another thoroughly researched report about the effects of processed foods on our brains and our eating habits, I would recommend the book Salt Sugar Fat by Michael Moss.

I actually really enjoyed this book. I bought it for a class and only need to read a portion of it but when I got started I could put it down. Very insightful, easy to read and really helped me to make better food choices.

This is a great book for high school students and many college students. The information presented is just enough to get them to search for more information.

This book is a simplified version of the author's book Salt, Sugar, Fat. If you own Salt, Sugar, Fat then you do not need this book. This book is written for what the author refers to as "younger readers."

EXCELLENT quick read on why 2/3 of our country is overweight or obese, why it is so hard to change habits, and how you might break the cycle. A MUST read for almost anyone dealing with

obesity.

This is quick read with a lot of good practical information and with ways to apply it. I'm a 55 years old male with a 32 inch waste to go along with my lean muscle mass on my 6 ft and 185 lbs frame. This book confirms my eating habits (like the positive and healthy ones outlined in this book) work!!!

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