

Introducing:

Conquer Cravings



This Guide Includes:

A Conquer Cravings sample meal plan, 4 snack options, a Zero-BITE food list and a how-to-guide to get you started today!



Conquer Cravings is Made for Those Who:

- Crave sweets after dinner
- Finish a bag of salty snacks in one sitting
- Overindulge in a specific type of food
- Feel unsatisfied after a meal



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Getting Started

Conquer Cravings is Made for Those Who:

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Chocolate, salty snacks, ice cream, pasta... What do these foods have in common? Are they nutritionally dense? High in fiber? Low in fat? Unfortunately, the answer is no, no and no. According to Gilhooley and other researchers at Tufts University, these foods were the highest craved among overweight adults undergoing six months of energy restriction, but we didn't need a study to tell us that. ¹

Chances are, you've experienced a craving for some of the foods described above. Perhaps, you've even indulged here and there. Hey, we're all human! Here's the important thing: jump back on track, balance your portions (no restrictions needed here), and make nutritionally wise food choices. Luckily, the **Conquer Cravings** diet plan, will help you do just that.

The BITE System

What is a BITE?

A BITE is calculated from a proprietary equation that distills every food and drink item into a numeric value. This is different from strict calorie counting because it rewards factors that are relevant to your diet plan. After all, not all calories are created equal.

On the Conquer Cravings Plan:

- Calories form the baseline
- Fat drive BITES up ↑
- Fiber drives BITES down ↓

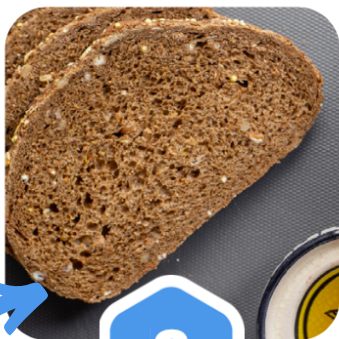


Hi! I'm Conquer Cravings Bite Buddy!
Look out for me for important details.

The BITE System

If a food has a high BITE value you know you should probably stay away from that type of food. If a food has a low BITE value you know it is a good choice for your diet plan. Throughout iTrackBites you will see BITE values identified in a Hexagon. On the Conquer Cravings plan, calories form the baseline and will help you manage your portions. Fat and fiber are accounted for since they play a role in food cravings and portion control (see comparison below). This calculation is based on the latest nutrition science to gently push you into a habit of managing your food cravings while still giving you the flexibility to enjoy the foods you love.

200 Calorie Wheat Bread



3

Low fat
High fiber

200 Calorie Donut



5

High fat
Low fiber

VS.

The BITE System

What is a BITE allowance?

You have three types of BITE allowances:

- Your **Daily BITE allowance** is the number of BITES you can eat that day. This number will be personalized to you based on your age, gender, height, weight and activity level.
- Your **Weekly BITE allowance** is an extra allowance of BITES that you can divide up how you would like (split them up evenly, save them for the weekend, or don't use them at all). This is your opportunity to cater the Conquer Cravings diet to your lifestyle.
- **Activity BITES** are similar to Weekly BITES and are awarded to you when you exercise. There's a balance between what you consume and what you expend. Therefore, when you exercise we reward you with BITES because your body expended more calories.



What are Zero BITE foods?



Last but definitely not least is your Zero-BITE foods. These foods were selected since they build the foundation for the Conquer Cravings plan. The majority of these foods are high in fiber and tend to be very low calorie. The best part? When you track these foods, they don't count toward your BITE allowance! Use these foods strategically to fill up the majority of your plate.

Check out page 14 to view the FULL list of Zero-BITE foods!

The Science

Although there isn't a magic solution that will cure food cravings or help control portions, there is reason to speculate that fat and fiber play a role in these phenomena.

Why Fiber?



Fiber is our knight in shining armor. It can be defined as a plant constituent that cannot be degraded by the stomach. Most commonly, it's known to help with digestion; however it also offers additional benefits that help us avoid those pesky cravings.

Intake of fiber promotes that feeling of fullness through gastric distension from the gel-like complex that arises from soluble fiber or activation of stretch receptors that signal fullness from insoluble fiber.² Fiber also has a low energy density (less than 2 calories per gram as opposed to the 9 calories per gram in fat). That means, you could consume much more fiber for the same amount of calories as fat. In addition, fiber is thought to induce the production of satiety signaling gut hormone glucagon-like peptide-1.³ If you're still not convinced, a study conducted by Rebello and other researchers from Louisiana State University compared the satiety impact of oatmeal versus a low fiber breakfast cereal and found that oatmeal had a significantly greater increase in fullness and hunger reduction in comparison to the low fiber cereal.⁴

The Science

Why Fat?



Fat has the **highest energy density out of all the macronutrients**, making it easy to passively intake a large amount of calories. Think about a modest handful of potato chips. Did you know that it has roughly 19 grams of fat? That translates to about 180 calories, and that's only in a modest serving!

Fat is also **highly hedonistic (our taste buds think fat is very tasty)**, making it the reason we tend to overindulge in fatty foods over much healthier options.² In a study conducted by Johnson and Kenny, it was found that fat may have the ability to rewire one's neurocircuitry, resulting in a hyposensitivity to rewards which ultimately may facilitate compulsive eating.³ More specifically, fats may rewire our brain circuitry in a way that promotes overindulgent behavior. The researchers hypothesize that this response may be due to deficits in a dopamine signaling pathway, the same one that is triggered by the consumption of abusive drugs!

The Science

Why Fat Cont.

It's important to consider both fat and fiber when considering a diet that focuses on moderating cravings. Yes, one can lose weight on a diet that is low-fat and you can lose weight on a diet that is high in fiber, but in order to get the most bang for your buck it is best to pay attention to both components. In fact, researchers at Tufts University found that mean weight loss was more than three times as great in subjects consuming lower fat, higher fiber diets, than in subjects consuming diets low in fat only.⁵ Thus, fat and fiber seem to have additive effects when it comes to weight loss. This is the reason why Conquer Cravings takes both of these components into account in its BITES equation.



Is It for You?



Although anyone can benefit from the Conquer Cravings diet plan, this diet is especially designed for those who struggle with managing their food cravings. Maybe you constantly crave chocolate after dinner or perhaps you eat too many chips in one sitting. If so, the Conquer Cravings plan is the plan for you. Conquer Cravings will help you **manage your cravings** and balance your portions while still giving you the flexibility to choose the foods you enjoy.



Food Recommendations

To get the most out of the Conquer Cravings diet plan, it is best to choose foods that are **low in fat** and **high in fiber**.

Key Food Guidelines



- Choose **non-processed** over **packaged** foods. Non-processed foods are generally more likely to contain fiber.
- Go with **unrefined** grains. The darker the grain, the more vitamins and minerals it has (which includes fiber!).
- **Know your limits**. Choose already portioned dessert and/or higher fat items to avoid overeating.



1 Day Sample Meal Plan

Breakfast: Egg White Omelet

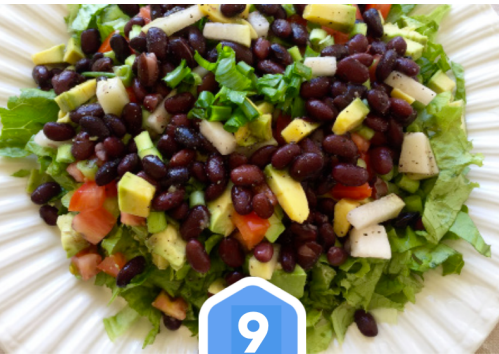


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- 3 egg whites
- 1 tbsp. butter
- 1/4 cup bell peppers
- 1/4 cup reduced fat shredded cheese
- 1 tbsp. onion

What better way to start your day than with a low-fat, low BITE, high protein breakfast! Add a low BITE fruit or a small bowl of oatmeal for an extra boost of fiber!

Lunch: Black Bean Salad



9

- 1 cup barley
- 1/2 cup black beans
- 1 cup cherry tomatoes
- 1/4 lb shrimp (opt.)
- 1 tbsp. olive oil
- 1 garlic glove
- 2 scallions
- dash of lemon juice

This flavorful salad will be sure to reward your taste buds. The secret is the barley which is packed with 4 grams of fiber. Don't forget your spices!

Dinner: Maple Glazed Salmon



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- 4 oz. salmon
- 1/2 tbsp chili powder
- 1 tbsp. maple syrup
- 1/2 tbsp. paprika
- 1/4 tsp. sea-salt
- 1 tsp. coconut sugar

Who says you can't have any fats? This meal offers 14 grams of healthy, omega-3, fatty acids! Complete this plate with fibrous, Zero-BITE, vegetables like broccoli or asparagus.

Snack List



Best in Show:

Roasted Chickpeas

- 1/2 cup chickpeas
- 1 tsp. onion powder
- 1 tbs. paprika
- 1 tsp. pepper

Banish those chip cravings with a healthier alternative! This low-calorie, crunchy snack packs 7 grams of fiber and is perfect for those who regularly crave those salty snacks. Just toss together the ingredients, spread on parchment paper, and bake for 1 hour stirring occasionally until crispy.

Low-Cal

Seasoned Tomato Slices

- 3 heirloom
- 1 tsp. salt
- 1 tbsp. pepper



On-the-Go

Sea Salt Popcorn

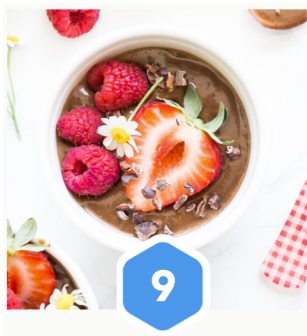
- 1 cup air-popped, lightly seasoned popcorn



Sweet Fix:

Chocolate Avocado Pudding

- 1 cup avocado
- 1/4 cup cocoa powder
- 1/4 cup maple syrup



ZERO-BITE Food List

Check out these Zero-BITE foods! (Must be fresh, frozen or canned without any added oils). To find these items listed correctly, search exactly as shown on this list and select the 0 BITE option from the pocket guide results. Some items are 0 only up to the amounts listed. Any amount over that must be counted.

Alalfa Sprouts
Artichokes
Arugula
Asparagus

Bamboo Shoots
Bean Sprouts
Beets
Beet Greens
Bok Choy
Broccoli
Broccoli rabe
Broth and Bouillon, any
Brussel Sprouts

Cabbage, all varieties
Carrot, RAW only
Cauliflower
Celeriac
Celery
Chard, Swiss or Rainbow
Chayote Squash
Chicory
Coleslaw Mix (cabbage and
Carrot only - no dressing)
Collard Greens
Cucumbers

Dandelion Greens
Daikon

Egg Whites (up to 2 only)
Eggplant
Endive
Escarole

Fennel

Garlic
Ginger
Green Beans

Hearth of Palm

Jerusalem Artichokes (Sunchoke)
Jicama

Kale, all varieties
Kohlrabi

Leeks
Lemons
Lettuce, all varieties
Limes

Microgreens
Mixed Salad Greens
Mung Bean Sprouts
Mushrooms
Mustard Greens

Nopales (cactus)

Okra
Onion, all varieties, RAW only

Peppers, all varieties
Pickles, unsweetened
Pumpkin

Radicchio
Radish
Ramps
Rhubarb

Sauerkraut
Scallions
Seaweed, Nori
Shallots
Snow Peas (1/2 cup)
Spaghetti Squash
Spinach, all varieties
Squash Blossoms
Sugar Snap Peas (1/2 cup)

Tomatillos
Tomatoes, all varieties
Turnips
Turnip Greens

Water Chestnuts (1/2 cup,
Canned, sliced)
Watercress

Yellow Crookneck Squash

Zucchini

Diet Soda
Tea
Coffee
Club Soda / Seltzer
Tomato Juice (1/2 cup)
V8 Juice (1/2 cup)

BBQ Sauce (1tbsp)
Chili Sauce (1tbsp)
Horseradish Sauce (1tbsp)
Hot Sauce (1tbsp)
Ketchup (1tbsp)
Mustard (1tbsp)
Soy Sauce (1tbsp)
Steak Sauce (1tbsp)
Teriyaki Sauce (1tbsp)
Vinegar, all varieties (1tbsp)
Worcestershire Sauce (1tbsp)

Creamer, fat free (1tbsp)
Half n' Half, fat free (1tbsp)
Margarine, fat free (1tbsp)
Whipped Topping, fat free
(2tbsp)

Salsa, fat free (2tbsp)
Tomato Sauce, canned, no oils
(1/2 cup)
Tomato puree (1/4 cup)
Tomato paste (2tbsp)

Gelatin, sugar free (1 snack
cup or up to 2 servings = 1/2
box prepared)

How-To Get Started

We know that starting a new diet is challenging so we created a step-by-step list of things to keep in mind as you ease your way into this new way of eating.

1. Go Easy on Yourself



New diets take a while to get used to and you may not be successful from the get-go. If you go over your BITE allowance the first day, do not be discouraged. Your body will need time to adjust. It may take some experimenting but eventually you will find what works best for you!

2. Plan Meals Strategically



Zero BITE foods should be prioritized in your meals in order to add bulk to your plate without draining your BITES. Use non-Zero BITE foods strategically to fill in the rest of your plate. A good rule of thumb is to have 1/2 of your plate as non-starchy vegetables, 1/4 of your plate as whole grains, and the other 1/4 as a lean protein source.

3. Use Your Weeklies



Members lose weight most effectively on this plan when they utilize at least 75-100% of the Weeklies each week (with some using them all). In this plan Weeklies are not extras, they can and should be used. They are simply set aside as Weeklies to divide as you need. (PRO users can turn on secondary calorie tracking to help make sure you are hitting your daily calorie targets.)

4. Drink Water



There are many benefits to drinking water. Of course you want to stay hydrated, but especially on the Conquer Cravings plan. Fiber works best in the body when accompanied with an ample supply of water. Aim for at least 8-10 cups a day, but this number may increase depending on the heat, exercise, and medications. Check with your doctor if you aren't sure.

How-To Be Successful

Lastly, here are a few key habits that will undoubtedly help you find success in your weight loss journey.

1. Get Moving



Exercising doesn't have to be a chore. Find something you enjoy that gets your blood pumping. It's a great way to **let off some steam** and release those coveted endorphins. Another plus: in-putting your activity into the app will grant you extra BITES!

2. Connect with the Community



We all need a little motivation here and there. Check out the community feature in the iTrackBites app to get your questions answered, find recipe inspiration, or receive praise on a recent milestone you achieved. **We're all in this together.**

3. Track your Progress



It's important to document your weight loss (or maintenance) journey. After-all, that is why iTrackBites was created in the first place! **Make it a habit to input your weight** onto the app on a consistent basis and check out the weight trend graph (located on the profile tab) to see exactly how far you've come!

4. Celebrate



When you've come to a place in your journey when you've been hitting your goals and feel especially accomplished, it's okay to celebrate! **Pat yourself on the back and reward yourself!** It's important to let loose and remember to have fun.

Conquer Cravings

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¹Gilhooly CH, Das SK, Golden JK, et al. Food cravings and energy regulation: the characteristics of craved foods and their relationship with eating behaviors and weight change during 6 months of dietary energy restriction. *Int J Obes (Lond)*. 2007;31(12):1849-1858. doi:10.1038/sj.ijo.0803672

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³Johnson PM, Kenny PJ. Dopamine D2 receptors in addiction-like reward dysfunction and compulsive eating in obese rats [published correction appears in *Nat Neurosci*. 2010 Aug;13(8):1033]. *Nat Neurosci*. 2010;13(5):635-641. doi:10.1038/nn.2519

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