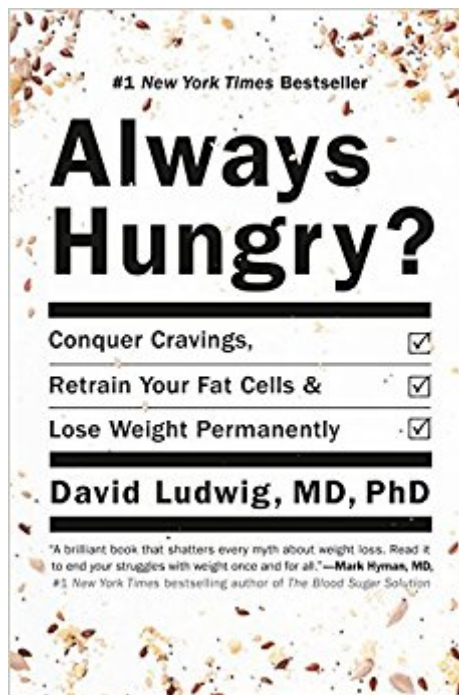




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# Always Hungry?: Conquer Cravings, Retrain Your Fat Cells, And Lose Weight Permanently



## Synopsis

#1 NEW YORK TIMES BESTSELLER, FOOD AND FITNESSA NEW YORK TIMES BESTSELLER, SCIENCEONE OF THE "BEST DIETS 2016" (NPR'S THE SALT) AND "10 MOST EXCITING HEALTHY BOOKS TO READ IN 2016," (WELL + GOOD)Leading Harvard Medical School expert and "obesity warrior" (TIME magazine) rewrites the rules on weight loss, diet, and health. Forget everything you've been taught about dieting. In the New York Times bestseller ALWAYS HUNGRY?, renowned endocrinologist Dr. David Ludwig explains why traditional diets don't work, and presents a radical new plan to help you lose weight without hunger, improve your health, and feel great. For over two decades, Dr. Ludwig has been at the forefront of research into weight control. His groundbreaking studies show that overeating doesn't make you fat; the process of getting fat makes you overeat. That's because fat cells play a key role in determining how much weight you gain or lose. Low-fat diets work against you, by triggering fat cells to hoard more calories for themselves, leaving too few for the rest of the body. This "hungry fat" sets off a dangerous chain reaction that leaves you feeling ravenous as your metabolism slows down. Cutting calories only makes the situation worse-creating a battle between mind and metabolism that we're destined to lose. You gain more weight, even as you struggle to eat less food. ALWAYS HUNGRY? turns dieting on its head with a three-phase program that ignores calories and targets fat cells directly. The recipes and meal plan include luscious high fat foods (like nuts and nut butters, full fat dairy, avocados, and dark chocolate), savory proteins, and natural carbohydrates. The result? Fat cells release their excess calories and you lose weight-and inches-without battling cravings and constant hunger. This is dieting without deprivation. Forget calories. Forget cravings. Forget dieting. ALWAYS HUNGRY? reveals a liberating new way to tame hunger and lose weight . . . for good.

## Book Information

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## Customer Reviews

"Once in a generation a scientist comes along who tells a new story about why we are sick and how we can heal. Dr. David Ludwig is that scientist. *Always Hungry?* is a powerful book that breaks apart every myth about weight loss, and explains for the first time why we get fat and why we are always hungry. If you want to end once and for all your struggles with weight, then read this book, and follow its guidance." --Mark Hyman, MD, director, Cleveland Clinic Center for Functional Medicine, and #1 New York Times best-selling author of *The Blood Sugar Solution* "David Ludwig is one of the very few voices of true authority in the world of obesity. This book goes to the heart of the underlying cause of weight gain--being constantly hungry. If you care about your health future, then this is the one book you should read and pay careful attention to." --Dr. Barry Sears, #1 New York Times bestselling author of *The Zone* "*Always Hungry?* will cause a much needed seismic shift in the way we think about weight loss. Prepare to change your health for the better." --Andrew Weil, MD, founder and director of the Arizona Center for Integrative Medicine, University of Arizona "*Always Hungry?* deftly explores the science underlying why we make our food choices. And this information, so well presented, is a game-changer. Dr. Ludwig's dietary plan lets you look upon food with passionate embrace as the fundamental key to changing your health destiny." --David Perlmutter, MD, New York Times bestselling author of *Brain Maker* "Finally, an explanation for why so many people have failed in dieting, and a roadmap for how to improve metabolism, curb hunger, and lose weight successfully. Dr. Ludwig's book is not only instructive, it is life-transforming." --Francine Kaufman, MD, past president, American Diabetes Association and author of *Diabesity* "Dr. Ludwig explains why throwing out our calorie-counters and paying more attention to the quality of our diets can result in a healthier weight, and to more enjoyment from eating at the same time. This is a must-read for anyone who has struggled to maintain a healthy weight." --Professor Walter Willett, Harvard T.H. Chan School of Public Health and New York Times bestselling author of *Eat, Drink, and Be Healthy* "Finally, after decades of portion control, counting calories, and low-fat diets, a weight loss book based on modern science. All calories are not created equal, and all diet books are not the same: *Always Hungry?* sets a new standard for successful, healthy weight loss." --Dariush Mozaffarian, MD DrPH dean, Tufts Friedman School of Nutrition Science & Policy "Starving yourself and over-exercising makes you weak, not thin. Learn from a leading voice in nutrition how to strategically use food to permanently end cravings. You'll never worry about

calories again." --Dave Asprey, New York Times bestselling author and founder of Bulletproof Coffee

"In *Always Hungry?*, world renowned endocrinologist and researcher David Ludwig explains in clear, accessible language what has made Americans so fat and what we can do to reverse the obesity epidemic for our ourselves, our children and our nation. This is a must-read!" --Arthur Agatston, MD, author of the New York Times bestseller *The South Beach Diet*

"David Ludwig's work is an inspiration. He clearly shows you can lose weight without being hungry by focusing on what you eat, not how much you eat. Read *Always Hungry?* if you want to lose weight without the struggle." --Louis Aronne, MD, past president of The Obesity Society and author of *Change your Biology Diet*

"This is NOT a diet book. Instead, it describes a way of eating that reprograms our fat cells to release excess fat for weight loss without hunger. Ludwig combines cutting-edge science and clinical experience into an achievable eating pattern that anyone could follow." --Janet King, PhD, executive director of the Children's Hospital Oakland Research Institute and chair of the 2005 USDA Dietary Guidelines Advisory Committee

"David Ludwig is a leading thinker on nutrition and body weight control, and is one of the few who can harness the best of scientific information to help people in their everyday lives. This book is sound, helpful, and breaks new ground." --Kelly D. Brownell, PhD, dean, Sanford School of Public Policy, Duke University

"Ludwig's book is cutting-edge medicine wrapped with big doses of dietary advice and gentle explanations for why our appetite button may be permanently switched ON. It doesn't get better than this." --Professor Jennie Brand-Miller, University of Sydney, and author of *The Low GI Handbook*

"Eating less and moving more is no longer the Holy Grail of weight reduction. Instead, nationally acclaimed obesity researcher Dr. David Ludwig is sending your fat cells to boot camp for retraining. Readers will reap the rewards of Dr. Ludwig's years of revolutionary research as he provides an easy, practical blueprint for achieving and sustaining an optimal, healthy body weight." --Pamela Peeke MD, MPH, FACP, FACS, Pew Foundation Scholar in nutrition and metabolism, assistant professor of medicine, University of Maryland, and New York Times bestselling author of *The Hunger Fix*

"*Always Hungry?* is a gem. It's scientifically accurate, easy to understand, beautifully written, and downright inspiring. If you want to stay healthy for the rest of your life, read this book and follow the instructions."

--Christiane Northrup, MD, New York Times bestselling author of *Goddesses Never Age: The Secret Prescription for Radiance, Vitality, and Wellbeing*

"I would recommend Ludwig's book both for clinicians and for patients who are looking for better understanding and useful solutions." --Sean Lucan, M.D. in U.S. News Health

"Want a lower-carb approach? The glycemic index diet makes the list. The knock against it: It's hard to follow. If you're looking for an easier method to try this approach, well-known obesity researcher David Ludwig of Harvard Medical School has you

covered." --NPR's The Salt"Contains excellent advice."â •Huffington Post"If you're going to buy a weight-loss book this year, make it this one."â •MindBodyGreen

David S. Ludwig, MD, PhD, is a practicing endocrinologist and researcher at Boston Children's Hospital, Professor of Pediatrics at Harvard Medical School, and Professor of Nutrition at Harvard School of Public Health. Described as an "obesity warrior" by Time magazine, Dr. Ludwig has been featured in the New York Times and on NPR, ABC, NBC, CBS, and CNN, among others.

I was one of the test subjects for this book and I can fully testify that this is the REAL DEAL. I dropped 34 pounds in the 5 month research phase but what is far more important is that I learned so much about good food and bad food. There is a lot of bad food out there, many we are unaware of. The Ludwigs teach you the differences and how to cook the meals that change your body for the better and for the long term. The other wonderful aspect of their plan is that the battle for a healthy weight is more than just the food aspect. They also teach you about proper sleep and exercise. I fell in love with the after dinner "passeggiatas" with my daughter. That is Italian for "walk". You will feel a bit overwhelmed in the beginning with the drastic transition from the old stock of food in your home to the new way of shopping, (I have to say that the clean out prep phase was fun and refreshing). Take the time to plan it out and shop on a day when you have a good amount of time. The first shopping trip is like the load-in trip. After that, it gets easier. The benefit of having meals ready on the fly are worth the time it will take to shop, prep and cook. After a short period of time, you get a lot faster. The bottom line is this, it gives you a true, long term path to overall great health. Here's to your health.

I've been on the plan for five months. I'm a middle aged female, probably within a year or two of menopause. This should be the hardest time in my life so far to lose weight - and I in fact was gaining rapidly in the five years before starting the plan - my doctors were alarmed. Yet I have lost 30 pounds and five inches off my waist since starting the plan five months ago. I still have more I need to lose, but this is a great start. And I really haven't done the plan exactly right - I haven't exercised or done relaxation techniques. I know those are important, but my point is ... the plan is working so well for me that it succeeds even in spite of me. I wasn't sure if this would even work, but it has succeeded beyond my expectations. And I eat until I'm full. I'm not being deprived - I'm eating delicious foods. AND my knees don't hurt anymore. They stopped hurting in a week after starting the plan. My mood is more stable. My focus is so much sharper. My blood sugar is stable instead of

crazy, crave-y. My depression has improved. My acid reflux is now rare. I didn't know any of that would happen. I control food, rather than food controlling me; I don't spend time longing for more food, or different food; frankly, I don't think about food much at all, unless it's time to eat a meal, and my body lets me know when that is, and I honor its wishes. I'm not saying this is the best thing to do, but it's my story - I abandoned the meal plan in the book after about three days. It was too time consuming, and my partner in crime was about to mutiny. The recipes are indeed very good, but I can't spend that much time cooking. I instead mostly eat simple meals - and there are tools to do that with simple building blocks like eggs/chicken/smoked turkey/salmon/other meats, cubes of cheese/guac/nuts/high fat dressings, fruit/brown rice/sweet potato/beans/occasional chocolate. You can go as simple or as fancy as you want. We do cook on weekends, making and freezing 10 servings of recipes we like from the book and recipes from elsewhere that comply with the plan, and that makes it easier. But we don't cook much during the week. I needed to point that out for folks who fear they don't have the time to do the fancy recipes in the book. They're good, but you CAN succeed without them. There's a Facebook support group for people following the book. It's been a good resource for me, a supportive community of like-minded folks helping each other along. Oh - one last thing - yes, this approach is counter to mainstream conventional wisdom. I had blood drawn before I started, and drawn again three months in. My physician is in support of what I'm doing and says my labs look great. I'll go back and re-draw six months after the three-month draw. This is to be sure I'm not damaging my health in some way, although it's hard to imagine having all these health benefits that I can feel, and yet damaging my health. But I'll keep an eye on it. I plan to eat this way for the rest of my days. 10/29/16: Edited to add - I've lost 40 pounds now, and still going strong. I still have more weight to lose. People who haven't seen me in a while look me up and down and say, Wow, you look great - what did you do??? 5/12/17: Down 55 pounds now!

I am not much of a writer, nor book critic, but here goes. I was one of the lucky individuals who "beta tested" the principles and recipes found in *Always Hungry?* At first it seemed a little intimidating cleaning out my kitchen and then restocking it after a major trip to the grocery store. Some foods I had never cooked with. But I decided to go "all in" and I followed the plan just like it was outlined. I was so surprised at two things: how delicious the recipes were and how effective the plan was in helping me lose weight. In the first 8 weeks I lost 20 lbs. And this was without strenuous exercise (I did as recommended and casually walked after my evening meal). Once you prepare your sauces and dressings (done on the weekend) the recipes are pretty easy. And I can't tell you how awesome it was to eat chicken again with the skin on! The recipes are just part of our regular cuisine now.

This is not a fad or short-term diet plan to lose weight fast. You will lose weight slowly but consistently, and it will stay off. You will not feel deprived, ever (just try the desserts...) The book is easy to read and understand. It's never easy to change, especially having deeply ingrained bad eating habits like I had. But the book was inspiring and motivating and once I jumped in and saw how well the principles worked, cravings went away and the weight started to come off. It worked just like they said it would. It's a good book. One you will want to keep and use forever.

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Motivation Wor) BELLY FAT: 40 EFFECTIVE HABITS to BURN BELLY FAT for A SLIM WAIST (Belly Fat, Fat Burning For Women, Weight Loss, Zero Belly Diet, Flat Belly Diet, Abs Diet, Waist Training Workout) (FIT BODY Book 1) How To Lose Thigh Fat: The Most Effective and Simple Solutions to Trim your Thighs (Thigh fat, slim thigh, reduce thigh fat, shape your thigh) DASH Diet: The DASH Diet for Beginners: Quick and Easy Steps to Lose Weight in 14 Days with DASH Diet (Low Fat, Low Blood Pressure, Prevent Diabetes, Low Cholesterol, Fat Loss, Weight Loss Diets) Conquer Your Year: The Ultimate Planner to Get More Done, Grow Your Business, and Achieve Your Dreams (The Conquer Series) Weight Watchers Cookbook: 14 Days Diet for Weight Loss and Healthy Habits: (Weight Watchers Cookbook, 14 Days Diet, Weight Watchers Recipes, Weight Watchers 2015, Weight Watchers Diet) Weight Watchers: Weight Watchers Cookbook-> Watchers Cookbook- Weight Watchers 2016 Weight Watchers Cookbook - Points Plus - Points Plus-Weight ... Points Plus, Weight Watchers 2016) (Volume 1)

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