

Fear No Cravings

Go ahead—have that cookie! Here's why indulging a little is actually a weight-loss weapon.

By Ingela Ratledge

YOU KNOW what a craving feels like: that manic moment when the devil on one shoulder swoops over to sucker-punch the angel on the other, demanding something salty-sweet-forbidden right *now*. But, believe it or not, it is possible to master your hankerings. Registered dietitian Marissa Lippert is here to show you—and our Feel Great Weight women—how to enjoy your gotta-have foods and stay on track.

Fatou Kine Dieye | 33

Architect and director of graduate-student affairs at Columbia University

Height: 5' 10½" Goal weight: 165 lbs



	STARTING	CURRENT	LOSS TO DATE
Weight:	223 lbs	199 lbs	24 lbs
Waist:	35"	32"	3"
Hips:	49"	46"	3"
Body Fat:	36%	28%	8%

Her craving:

"Pastries, cakes, pies ... I like sweet stuff!"

The fix: Your best bet—surprise!—is to go for the good stuff, or you'll drive yourself crazy with deprivation. Two or three times a week, have a dessert that really does it for you. "It's all about having the real thing, but occasionally and in small quantities," Lippert says. If you try to scratch that itch with "light" versions, you won't really be satisfied, she warns. Some worthwhile goodies? Full-fat ice cream, a thin slice of banana-walnut bread, or 2 or 3 squares of dark chocolate with 70 percent cocoa content or higher. On days when you're not indulging, load up on foods that are *naturally* sweet like pineapple, apples, bananas, or ¼ cup trail mix with almonds and dried fruit. "Unlike the fake stuff, those snacks will help alleviate your sweet cravings overall," Lippert says.

"I've always craved sweet foods more than savory."

Deanna Verbouwens | 39

Full-time mom

Height: 5' 3" Goal weight: 145 lbs

	STARTING	CURRENT	LOSS TO DATE
Weight:	190 lbs	172.5 lbs	17.5 lbs
Waist:	42"	38.5"	3.5"
Hips:	48"	45"	3"
Body Fat:	33%	26%	7%



Her craving:

"The week before my period I long for carbs and everything salty!"

The fix: "When your hormones are out of whack, it can affect your cravings," Lippert confirms. Here's how to manage them: The next time you have your monthly yen for fries or Doritos, reach instead for a dozen or so small honey-whole-wheat pretzels with 1 tablespoon peanut butter, 4 cups air-popped popcorn with a little salt and grated Parmesan cheese, or 1½ cups edamame with a pinch of sea salt. Another way to survive PMS? Make sure to give your taste buds their salty treat *before* you've worked yourself into a feeding frenzy. If you wait until your cravings hit, you're more likely to really go off the rails when you finally do give in, Lippert says.

"Bread, pretzels, chips—I use them as comfort food whenever PMS strikes."

(More on page 56)

Her craving:

"At night, I'll be watching TV and want something to nosh on!"

The fix: It's OK to give yourself a nibble, Lippert says—just do it at the same time every night. "When it's part of your routine, you're less likely to get out of control," she explains. Aim for a 100- to 150-calorie treat five nights a week, with a 200- to 300-calorie indulgence the other two nights. One caveat: You must put whatever it is onto a plate or into a bowl. "That's your treat, and when you're done, you're done," Lippert says. And no more nibbling mindlessly while your real attention is focused on *30 Rock*, either. Switch off the TV, "sit down and really focus on how the food tastes—it'll be more satisfying," Lippert says. A couple of no-guilt nibbles to try: low-fat frozen yogurt with berries or a few whole-grain crackers and a slice of cheese. For a splurge snack, enjoy a small cupcake or brownie, or a small portion of French fries. **Q**

Alanna Campbell | 28

Associate producer-director for sports television

Height: 6' 0" Goal weight: 170 lbs



Before

Now

	STARTING	CURRENT	LOSS TO DATE
Weight:	190 lbs	176 lbs	14 lbs
Waist:	32"	30"	2"
Hips:	43"	41"	2"
Body Fat:	30.5%	26.5%	4%

"I can always concoct a reason why I deserve a treat at night."



Thanks to our Dream Team!

> Marissa Lippert, MS, RD, is a registered dietitian in New York City and founder of Nourish-NYC.com.

> Johanna Subotovsky is an exercise physiologist and manager of campus recruiting for Equinox.

> Judith S. Beck, PhD, is the director of the Beck Institute for Cognitive Therapy and Research, and author of *The Beck Diet Solution*.

> Paul Petzy is a New York-based stylist who's worked with celebs like Gisele Bündchen, Michelle Pfeiffer, and Shania Twain.

> Vanessa Trost is a successful alumna from our 2008 Feel Great Weight program; she lost 45 pounds and has kept it off for a year!

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