

Mindless Eating Why We Eat More Than We Think

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Pros

For most of us, our world is set up with “invisible” factors such as smells or even colours that invite us to eat more than we really need to satisfy our appetites. By uncovering these factors behind what and how much we eat, *Mindless Eating* provides practical everyday “re-engineering strategies” that may help you to eat less and better.

For example, if you stop eating when you are about 80% full, you won't likely miss that extra 20% of food. Meal after meal, and month after month, that can really add up.

This easy “re-engineering strategy” can help you to eat better. Move your veggies out of the crisper, front and centre in a clear container in the fridge so you can easily spot them and you'll likely eat more of them.

Concepts such as these and more are presented in this easy –to- read and understand book that does a good job of balancing research findings with entertaining and practical examples. As an affiliate member of the American Dietetic Association and a practicing food psychologist, the author is a credible source of information on this topic.

This book has a broad appeal and while not intended to be a “diet” book the tips and information are suitable for people who struggle with portion control or want to achieve a healthy body weight. Health professionals may find the insights into food marketing interesting as well.

Cons

While the “re-engineering strategies” are insightful and practical, they seemed to get lost in the book. Listing them in an index or providing a summary of the strategies would be helpful. At one point, the author assumes that childrens' favourite foods are empty-calorie foods. We felt that was an overgeneralization.

Bottom line

We highly recommend this book. Healthy eating is about more than knowing what and how much to eat and this book helps to fill that gap. Being aware of the various cues from package and plate size to clever marketing tactics that influence our food choices is a powerful tool for anyone that wants to eat healthy.