

The No Crave Diet

By: Dr. Penny Kendall-Reed and Dr. Stephen Reed

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Written by a husband and wife team, *The No Crave Diet* focuses on tackling food cravings as the key to losing weight. Based on her successful clinical practice, Kendall-Reed (a naturopathic doctor) shares her techniques, diet plan and recipes, while Reed (an orthopaedic surgeon) supports weight loss as an effective way to reduce orthopaedic-related hip and knee pain.

PROS

Late night munchies. Pre-menstrual food must-haves. We've all experienced some kind of food craving in our lives. So for many of us, the concept of a "no crave diet" is certainly alluring. The authors define and describe cravings, and detail ten reasons why we get food cravings. Their ten daily no-crave temptation therapies are practical and sensible, such as removing the temptation, managing stress, keeping a food journal, and getting enough sleep. The question and answer section towards the end of the book may be helpful to those who are searching for a quick answer to a specific craving concern.

CONS

While the authors repeatedly deny that this is a low carbohydrate diet, we can spot one when we see one. No grains, rice, pasta or starches are allowed on Phase 1 of the diet, and during Phase 2 the re-introduction of these restricted carbs are "not absolutely necessary".

Contradictory advice was scattered throughout the book. For example, the authors advise against eating large quantities of tomatoes (since they supposedly cause inflammation), yet just nine pages previous, tomatoes are listed as a vegetable to enjoy in unlimited amounts.

We found numerous discrepancies between the book's nutrition recommendations and recipes. The content was somewhat repetitive and the charts were complicated. The font scheme and colouring were tricky to read, and we would have liked to see some basic nutrition analysis/information for the recipes.

The authors frequently referred to "studies" and "recent research", however we only found one study that was actually described in the book – and it was a study using rats! The unfounded information on artificial sweeteners also made us question the book's underlying nutrition principles.

BOTTOM LINE

The No Crave Diet is really a low carb diet in disguise. It would be difficult for someone to follow this diet on their own without professional guidance. And, because of the number of contradictions and conflicting advice, we feel uneasy about recommending this book.