

EAT CHOCOLATE, LOSE WEIGHT

Lose Up to
20 Pounds
in 8 Weeks!

NEW SCIENCE PROVES YOU SHOULD
EAT CHOCOLATE EVERY DAY



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Eating rich, wonderful dark chocolate may cause embarrassingly audible groaning, but its cocoa butter also stimulates the production of hormones that turn off hunger (cholecystokinin, for example).¹ I know it sounds weird that chocolate—the food that some cannot seem to *stop* eating—could itself be the very solution to out-of-control consumption, but it's true. It's a funny world.

It's interesting, too, how chocolate changes eating behavior. For example, I had the opportunity to speak with a wonderful gentleman, Dr. Claudio Ferri, director of the Department of Internal Medicine and Public Health at the University of L'Aquila in Coppito, Italy. I wanted to have this conversation with him because his research compares white and dark chocolate to see which is better at improving insulin sensitivity.² His research team was able to show that it's not the chocolate, per se, but rather the cocoa that helps to improve your body's ability to process insulin and sugar by approximately 40%.

This supports other research showing that adults who eat dark chocolate cut between-meal cravings by 17% more than those who consume white chocolate.³ In fact, if you take into account the calories of both dark and light chocolate, the net difference comes to 8% *less* when you eat the higher-cocoa versions. In other words, darker chocolate resulted in a decrease in calorie consumption by decreasing cravings. This may be due to the increased control over blood sugar that higher-cocoa chocolate produces.

But in our conversation, I knew that Dr. Ferri's subjects had been eating either dark or white chocolate, so I wanted to know if he'd noticed anything different between these two subgroups regarding their hunger and cravings between meals. He replied, "Believe me when I tell you this, that many people came up to me and said, 'Dr. Ferri, I am just not so hungry in the afternoons!'"

Dr. Ferri is convinced that the improvements he saw were due to the cocoa itself. In fact, the chocolate he used in his research came from the oldest chocolate factory (Bonajuto) in Modica, Sicily. He informed me that the

kings in this region of Italy were brought over from Spain and insisted that their chocolate bars be made in a very particular way. That is, the chocolate had to be made according to the original Aztec tradition. Modeca's chocolatiers even went so far as to avoid heat in the preparation, avoided Dutching, and used a mortar and pestle to grind the beans into the chocolate liquor. As a result, these chocolates had significantly more polyphenols than any other chocolate. If there is an effect of dark chocolate on the control of insulin (or hunger and cravings between meals), you'll certainly find it with those chocolates.

In any case, you get the picture here. The closer your chocolate is to its original form, the better it is for you. The fewer additives and sugars it has, the less likely it is to destabilize your sugar-insulin balance. Purer chocolate leaves you less tired, less hungry.

The Bottom Line for Your Bottom Line

Whatever the biological mechanism turns out to be, I work with thousands of participants who use dark chocolate to help control cravings between meals, so I know it works. (For more on our data with corporate groups and testimonials, see pages 84–88.) But you might be thinking that, in your case, you crave more chocolate, not less. And why would that be if people are using it to control cravings? Well, there are a couple of reasons. One could be that the chocolate you're eating is way too sweet. You're not getting the cocoa or the cocoa butter, which are very beneficial for helping you to control your consumption. Instead, what you're getting is no more than a vehicle for delivering sugar to your bloodstream. If this is the case, you are essentially dialing up the hunger knob in your brain to create cravings that may not have been there before you ate those candies. If you want to fix that problem, here is your rule: Go dark. And remember: Whenever you can, don't go Dutch.