



“Consider how you would finish this statement: ‘I can’t start eating healthy today because...’ Every one of us could complete this sentence with ten different explanations:

‘I don’t have time.’ ‘I’m too stressed out.’ ‘I have too much going on right now.’ ‘I have PMS; I need chocolate!’ Your mind can come up with some pretty creative ways to justify comfort eating and to avoid eating in a mindful, balanced, healthy way... Thankfully, there are other ways to stop wrestling with your hunger and wagging your finger at yourself for being ‘bad’ whenever you eat treats.”

—SUSAN ALBERS

SOMETIMES IT’S NOT WHAT YOU EAT, BUT HOW YOU EAT THAT’S IMPORTANT

The author of *Eating Mindfully* and *50 Ways to Soothe Yourself Without Food* explains how to conquer diet-defeating excuses and even learn to indulge your cravings just a little bit.

How easy is it to come up with an excuse to cave in on a vow to eat healthier, or to lose weight? Lets face it, most of us are really, really good at it. Devising reasons to indulge in foods that derail our best laid dietary plans is so natural that it’s almost unconsciously done. “I had a stressful day, so I deserve this chocolate,” “I had a salad for lunch, so two brownies with dinner shouldn’t hurt,” or “I’ll go to the gym tomorrow to burn this off.” See? Easy.

In *But I Deserve is Chocolate!* author and psychologist Susan Albers takes aim at the fifty most common self-sabotaging thoughts and excuses that keep you from eating right and looking your best. She dismantles each excuse and offers instead a mindfulness exercise to help reroute your thoughts so you can meet your health goals. Some of the excuses she takes on are:

- *I’ll Start My Diet Tomorrow*
- *I Can’t Afford to Eat Healthy*
- *I’m Eating Less Than Other People*
- *I Have PMS*
- And more!

Albers also walks readers through a day in the life of a mindful eater to show them an alternative way to dealing with life’s cravings. So forget the chocolate and unwrap some truly nourishing habits you can feel good about—your body will thank you!



FOR AN INTERVIEW
REQUEST or MORE
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BUT I DESERVE THIS CHOCOLATE!

The 50 Most Common Diet-Derailing Excuses and How to Outwit Them

By Susan Albers, PsyD

September 2011 / 978-1-60882-056-6 / Trade paperback / \$16.95 / 192 pages



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PRAISE

“Susan Albers has done it again!...This book is a gift to anyone with food control issues and I highly recommend it!”

—**DENISE LAMOTHE, PSYD, HHD**, clinical psychologist and author of *The Taming of the Chew* and *The Appetite Connection*

“These tips can spur you toward success on your personal health journey by teaching you how to make your thoughts work for you.”

—**ASHLEY KOFF, RD**, dietitian and author of *Mom Energy*

“A punchy, inspiring book that is full of practical tips for getting us past our diet-destroying excuses. Fifty cheers!”

—**BRIAN WANSINK, PHD**, professor and director of Cornell University Food and Brand Lab and author of *Mindless Eating*

ABOUT THE AUTHOR



Susan Albers, PsyD, is a psychologist at the Cleveland Clinic Family Health Center who specializes in eating issues, weight loss, body image concerns and mindfulness. After obtaining a masters and doctorate degree from the University of Denver, Dr. Albers completed an APA internship at the University of Notre Dame and a postdoctoral fellowship at Stanford University. Albers conducts mindful eating workshops across the country and internationally.

Dr. Albers is the author of *50 Ways to Soothe Yourself Without Food*, *Eating Mindfully*, *Eat, Drink, and Be Mindful* and *Mindful Eating 101*. Her work has been featured in *O*,

the Oprah Magazine, *Family Circle*, *Shape*, *Prevention Magazine*, *Self*, *Health*, *Fitness Magazine*, *Vanity Fair*, *Natural Health*, and the *Wall Street Journal*. Albers currently writes a blog for the Huffington Post and Psychology Today.com, and has appeared on such TV shows as the Dr. Oz Show. Albers is a member of the Academy for Eating Disorders, International Association of Eating Disorder Professionals and the National Eating Disorders Association. She enjoys spending time blogging, jogging in 5K races, watching the Sundance Channel, and traveling.

Visit her online at www.eatingmindfully.com

SUGGESTED INTERVIEW QUESTIONS

1. Your previous books include *Eating Mindfully*, the first book to link those topics. What does it mean to eat mindfully? What are some of the ways people avoid eating mindfully?
2. Do you also tackle the subject of mindful eating in *But I Deserve This Chocolate!*?
3. You discuss “gridlock thinking” in this new book. What is gridlock thinking and what factors create it?
4. What is a GPS voice? How can one use it to help them stay on track or not lose focus?
5. A lot of what you discuss in *But I Deserve This Chocolate!* are the excuses people make to avoid eating more mindfully. What are some examples?
6. In your experience treating people with weight issues, which of the 50 justifications, excuses, and rationalizations you lay out do you see most often?
7. You say at one point that it’s not what you eat but how you eat. Can you explain what you mean by that?
8. How does self-judgment affect one’s eating habits?
9. How can reading this book help someone who is trying to change the way they eat?
10. What inspired you to write a book to help people change their thinking to help them manage their weight?

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