

CONQUER CRAVINGS

Weight Loss Plan





Conquer Cravings is Made for Those Who:

- Crave sweets after dinner
- Finish a bag of salty snacks in one sitting
- Overindulge in a specific type of food
- Feel unsatisfied after a meal

This Guide Includes:

A Conquer Cravings sample meal plan

Four snack options

A Zero-BITE food list

And a how-to guide to get you started today!

CONQUER CRAVINGS Starter Guide



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Getting Started

Chocolate, salty snacks, ice cream, pasta... What do these foods have in common? Are they packed with nutrients? High in fiber? Low in fat? Unfortunately, the answer is no on all fronts. Research by Gilhooly and fellow experts at Tufts University found that these foods were among the most craved by overweight adults undergoing six months of energy restriction—but we didn't need a study to tell us that.

Chances are, you've experienced cravings for some of these indulgent treats. Maybe you've given in once or twice. And hey, we're all human! The key, however, is getting back on track without falling into restrictive habits. Focus on balancing your portions (no need for extreme restrictions) and making smarter food choices. Thankfully, the Conquer Cravings diet plan is here to help guide you every step of the way.

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The BITE System

What is a BITE?

A BITE is calculated from a proprietary equation that distills every food and drink item into a numeric value. This is different from strict calorie counting because it rewards factors that are relevant to your diet plan. After all, not all calories are created equal.

On the Conquer Cravings Plan:

Calories form the baseline

↓ Fiber drives BITES down

↑ Fat drive BITES up





The BITE System

If a food has a high BITE value, it's a sign that it's best to steer clear of it. On the other hand, if a food has a low BITE value, it's a great option to include in your diet plan. You'll see BITE values displayed in a Hexagon throughout Healthi, making it easy to identify foods that align with your goals.

On the Conquer Cravings plan, the foundation is built on calories to help you manage your portions, while fat and fiber are also factored in, as they influence food cravings and portion control (see comparison below). This calculation incorporates the latest in nutrition science to help guide you into healthier habits, balancing food cravings with the flexibility to enjoy your favorite treats.



200 CALORIE | 3 BITES

Low Fat | Higher Fiber



200 CALORIE | 5 BITES

High Fat | Low Fiber



What are BITE allowances?

Daily BITE

Your Daily BITE allowance is the number of BITES you can eat that day. This number will be personalized to you based on your age, gender, height, weight and activity level.

Weekly BITE

Your Weekly BITE allowance is an extra allowance of BITES that you can divide up how you would like (split them up evenly, save them for the weekend, or don't use them at all). A great way to determine how many Weekly BITES to use is by checking your secondary metrics—calories and macros. Let them guide you toward a balanced and successful week!

Activity BITES

These are similar to Weekly BITES and are awarded to you when you exercise. There's a balance between what you consume and what you expend. Therefore, when you exercise we reward you with BITES because your body expended more calories.

What are Zero BITE foods?

Last but definitely not least are your Zero-BITE foods. These foods were selected since they build the foundation for the Carb Conscious plan. The zero BITE foods on this plan include fruits and non-starchy vegetables. The majority of these foods are high in fiber and tend to be very low calorie. The best part? When you track these foods, they don't count toward your BITE allowance! Use these foods strategically to fill up the majority of your plate.



The Science

Although there isn't a magic solution that will cure food cravings or help control portions, there is reason to speculate that fat and fiber play a role in these phenomena.

Why Fiber?

Fiber is our knight in shining armor when it comes to managing cravings and supporting digestion. Defined as a plant constituent that the stomach can't break down, fiber is most commonly known for aiding digestion, but it also offers a range of benefits that help keep those pesky cravings at bay.

Consuming fiber promotes a feeling of fullness through gastric distension, which occurs when soluble fiber forms a gel-like complex, or through the activation of stretch receptors from insoluble fiber that signal satiety. Additionally, fiber has a low energy density—containing less than 2 calories per gram, compared to the 9 calories per gram found in fat. This means you can consume much more fiber while staying within your calorie goals. Fiber is also believed to trigger the production of the satiety hormone glucagon-like peptide-1. Still not convinced? A study by Rebello and colleagues at Louisiana State University found that oatmeal, a high-fiber food, led to significantly greater fullness and hunger reduction than a low-fiber breakfast cereal.





Why Fat? 1/2

Fat has the highest energy density of all the macronutrients, which makes it easy to consume a large number of calories without realizing it. For example, a modest handful of potato chips contains about 19 grams of fat, translating to roughly 180 calories—and that's just in a small serving!

Fat is also highly hedonic, meaning it stimulates our taste buds in a way that makes it incredibly appealing. This is why we often overindulge in fatty foods instead of choosing healthier options. A study by Johnson and Kenny found that fat may have the ability to rewire the brain's neurocircuitry, leading to a decreased sensitivity to rewards. This can result in compulsive eating, as fats may alter brain circuitry to promote overindulgence. The researchers suggest that this could be due to disruptions in dopamine signaling—the same pathway activated by addictive substances like drugs!





Why Fat? 2/2

When following a diet focused on moderating cravings, it's crucial to consider both fat and fiber. While it's possible to lose weight on a low-fat diet or one high in fiber, the most effective approach combines both. Researchers at Tufts University found that participants who followed a lower-fat, higher-fiber diet experienced more than three times the weight loss compared to those on a diet that was only low in fat. This suggests that fat and fiber work together synergistically when it comes to weight loss. That's why the Conquer Cravings plan incorporates both of these components into its BITES equation, giving you a balanced approach for optimal results.





Is this for you?

The Conquer Cravings diet plan is an excellent choice for anyone looking to manage cravings, but it's especially designed for those who struggle with food urges. Whether you're someone who can't resist chocolate after dinner or tends to overeat chips, this plan is tailored to help you regain control. What makes Conquer Cravings a great middle-of-the-road approach is its balance—it offers a practical solution for those who are just starting out and aren't sure where to begin. You'll learn to manage cravings and portion sizes while still enjoying the foods you love, giving you the flexibility you need to stay on track.





Food Recommendations

To get the most out of the Conquer Cravings diet plan, it is best to choose foods that are **low in fat** and **high in fiber**.

Key Food Guidelines

Choose non-processed over packaged foods

Non-processed foods are generally more likely to contain fiber, while keeping you more full for longer.

Go with unrefined grains

The darker the grain, the more vitamins and minerals it has (which includes fiber!).

Know your limits

Choose already portioned dessert and/or higher fat items to avoid overeating.





1 Day Sample Meal Plan



5 BITES

Breakfast: Egg White Omelet

- 3 egg whites
- 1 tbsp. butter
- 1/4 cup reduced fat shredded cheese
- 1/4 cup bell peppers
- 1 tbsp. onion

What better way to start your day than with a low-fat, low BITE, high protein breakfast! Add a low BITE fruit or a small bowl of oatmeal for an extra boost of fiber!



9 BITES

Lunch: Black Bean Salad

- 1 cup barley
- 1/2 cup black beans
- 1 cup cherry tomatoes
- 1/4 lb shrimp (opt.)
- 1 tbsp. olive oil
- 1 garlic glove
- 2 scallions
- dash of lemon juice

This flavorful salad will be sure to reward your taste buds. The secret is the barley which is packed with 4 grams of fiber. Don't forget your spices!



7 BITES

Dinner: Maple Glazed Salad

- 4 oz. salmon
- 1/2 tbsp chili powder
- 1 tbsp. maple syrup
- 1/2 tbsp. paprika
- 1/4 tsp. sea-salt
- 1 tsp. coconut sugar

Who says you can't have any fats? This meal offers 14 grams of healthy, omega-3, fatty acids! Complete this plate with fibrous, Zero-BITE, vegetables like broccoli or asparagus.



Snack Ideas



2 BITES

Best in Show: Roasted Chickpeas

- 1/2 cup chickpeas
- 1 tbs. paprika
- 1 tsp. onion powder
- 1 tsp. pepper

Banish those chip cravings with a healthier alternative! This low-calorie, crunchy snack packs 7 grams of fiber and is perfect for those who regularly crave those salty snacks. Just toss together the ingredients, spread on parchment paper, and bake for 1 hour stirring occasionally until crispy.



0 BITES

Low Cal: Seasoned Tomato Slices

- 3 heirloom tomatoes
- 1 tbsp. pepper
- 1 tsp. salt



1 BITE

On-the-GO Seasoned Popcorn

- 1 cup air-popped, lightly seasoned popcorn



9 BITES

Sweet Fix: Chocolate Avocado Pudding

- 1 cup avocado
- 1/4 cup cocoa powder
- 1/4 cup maple syrup

CONQUER CRAVINGS

ZERO BITES



Alfalfa Sprouts
Artichokes
Arugula
Asparagus

Bamboo Shoots
Bean Sprouts
Beets
Beet Greens
Bok Choy
Broccoli
Broccoli rabe
Broth and Bouillon, any
Brussel Sprouts

Cabbage, all varieties
Carrot, RAW only
Cauliflower
Celeriac
Celery
Chard, Swiss or Rainbow
Chayote Squash
Chicory
Coleslaw Mix (cabbage and
carrot, no dressing)
Collard Greens
Cucumbers

Dandelion Greens
Daikon

Eggplant
Endive
Escarole

Fennel

Garlic
Ginger
Green Beans

Heart of Palm

Jerusalem Artichokes
(Sunchoke)
Jicama

Kale, all varieties
Kohlrabi

Leeks
Lemons
Lettuce, all varieties
Limes

Microgreens
Mixed Salad Greens
Mung Bean Sprouts
Mushrooms
Mustard Greens

Nopales (cactus)

Okra
Onion, all varieties, RAW
only

Peppers, all varieties
Pickles, unsweetened
Pumpkin

Radicchio
Radish
Ramps
Rhubarb

Sauerkraut
Scallions
Seaweed, Nori
Shallots
Snow Peas
Spaghetti Squash
Spinach, all varieties
Squash Blossoms
Sugar Snap Peas

Tomatillos
Tomatoes, all varieties
Turnips
Turnip Greens

Water Chestnuts (canned,
sliced)
Watercress

Yellow Crookneck Squash

Zucchini

Diet Soda
Tea
Coffee
Club Soda / Seltzer

Must be fresh, frozen or canned without any added oils or sugars. To find these items listed correctly, search exactly as shown on this list in the Zero Bites Tab and select the 0 BITE option from the results.



How to Get Started

We know that starting a new diet is challenging so we created a step-by-step list of things to keep in mind as you ease your way into this new way of eating.



1. Go Easy on Yourself

New diets take a while to get used to and you may not be successful from the get-go. If you go over your BITE allowance the first day, do not be discouraged. Your body will need time to adjust. It may take some experimenting but eventually you will find what works best for you!



2. Plan Meals Strategically

Zero BITE foods should be prioritized in your meals in order to add bulk to your plate without draining your BITES. Use non-Zero BITE foods strategically to fill in the rest of your plate. A good rule of thumb is to have 1/2 of your plate as non-starchy vegetables, 1/4 of your plate as whole grains, and the other 1/4 as a lean protein source.



3. Use Your Weeklies

Members lose weight most effectively on this plan when they utilize at least 75-100% of the Weeklies each week (with some using them all). In this plan Weeklies are not extras, they can and should be used. They are simply set aside as Weeklies to divide as you need. (PRO users can turn on secondary calorie tracking to help make sure you are hitting your daily calorie targets.)



4. Drink Water

There are many benefits to drinking water. Of course you want to stay hydrated, but especially on the Conquer Cravings plan. Fiber works best in the body when accompanied with an ample supply of water. Aim for at least 8-10 cups a day, but this number may increase depending on the heat, exercise, and medications. Check with your doctor if you aren't sure.



How to Be Successful

Lastly, here are a few key habits that will undoubtedly help you find success in your weight loss journey.



1. Get Moving

Exercise doesn't have to feel like a chore. Find an activity you enjoy that gets your heart pumping, relieves stress, and boosts those feel-good endorphins. Plus, logging your activity in the app earns you extra BITES—another win!



2. Connect with the Community

Motivation is just a tap away. Use the community feature in the Healthi app to ask questions, find recipe ideas, or celebrate milestones with others. We're all in this together—lean on the support when you need it.



3. Track your Progress

Document your weight loss or maintenance journey regularly. Log your weight in the app and use the weight trend graph (found in the profile tab) to see your progress. Consistently tracking keeps you focused and inspired by how far you've come.



4. Celebrate

When you hit your goals and feel proud of your progress, take time to celebrate! Reward yourself and enjoy the moment—you've earned it. Remember, having fun and recognizing your achievements is a key part of the journey.



CONQUER CRAVINGS

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