

Contact: Lisa Lazarczyk 781-646-0667 or lisa@lazpr.com

FOR IMMEDIATE RELEASE

APRIL IS EMOTIONAL OVEREATING AWARENESS MONTH

Five Tips to Combating Your Desire to Overeat During Hard Times

(North Andover, MA – November 10, 2009) - April is Emotional Overeating Awareness month and this year emotional eating is at an all time high as the stress that accompanies our economic downturn is affecting us all.

More and more Americans are becoming stressed-out as we watch the country continue to suffer during this economic decline. When we are stressed and we are plagued with worries, one of the readily available anesthetics at hand is food. So we turn to overeating as a way of calming ourselves and dulling the feelings that come with hard times.

Emotional Overeating Awareness Month seeks to inform and educate people about the misconceptions of overeating due to the stresses predominant in today's world while providing helpful strategies for coping. The month of April reminds us to take the time to address issues surrounding emotional overeating in a positive way.

How do we combat this strong desire to overeat? What are some healthier ways to cope with this situation? Following are important tips from leading Emotional Eating Expert and Author, Dr. Denise Lamothe, to help you remain aware of your eating habits and to eliminate, or at least reduce, emotional eating behaviors.

1. **CHOOSE THE HEALTHIEST FOODS YOU CAN FIND TO TRULY NOURISH YOUR BODY –** You need protein and complex carbohydrates (whole grains, fruits and veggies) and some healthy fat every single day. Drink lots of pure, non-chlorinated, filtered water.
2. **USE BACH FLOWER REMEDIES –** Bach now has a fabulous and effective emotional eating kit. It includes three remedies that directly address the core issues involved in emotional eating. (www.emotionaleatinghelp.org)
3. **MOVE YOUR BODY -- CHOOSE ACTIVITIES THAT YOU ENJOY –** You don't have to exercise for hours at a time. Do less and enjoy feeling better.
4. **EXPRESS YOUR FEELINGS –** No one knows what's going on inside of you if you don't tell them. Holding your feelings in leads to emotional, spiritual and physical distress.
5. **GIVE YOURSELF QUIET TIME –** We all need rest and peaceful time to check in with ourselves. Use deep breathing, meditation or quiet introspection every day. And don't forget to **APPRECIATE YOURSELF.**

Dr. Lamothe encourages you to remember things are always shifting and the best way to weather any storm is by taking the very best care of yourself.

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