

What Is Sugar Addiction? - Bitten Jonsson RN (Part 1)

My name is Bitten Jonsson, I'm a sugar addict.

And I've been one since I was about 45 years old.

I'm a nurse and I've also been working for 24 years

and met more than 6000 patients

that have told me very touching stories about their battle with food.

This video series will be about sugar addiction, what it is,

what you should do if you have it, how can you recover.

And in this first video we'll be talking about what is sugar addiction.

Well, at a conference in US I was listening to Mark Gold,

one of the most prominent researchers on:

"Is sugar and flour really a psychoactive drug?"

Which means that it can affect your reward system.

And he said, "If it walks like a duck and it quacks like a duck,

it is probably a duck."

Every day I get two or three emails from people that tell me

"Can you please help me?"

"I'm eating myself to death. I can't stop.

"I know I shouldn't eat these things, but I can't stop.

"What's wrong with me? Am I crazy?"

Why am I such an abnormal, bad character person?"

Well, if this happens to be you, you're not, I promise you.

For many years I could wake up in the morning

feeling really tired, restless, listless and down.

And I didn't understand why.

Many years later when I had the knowledge and the research backing that up

I understood that it was the morning after an evening

when I had binged on sugar and flour, on the carbs.

So sugar addiction is real.

It is not something that you imagine.

And if you have a loss of control over certain foods,

that is a really big problem and can affect your life tremendously.

And if you look at the reward system,

you know, when we feel happy, when we might get a new job...

Have you ever been in love?

You know that that is a very potent feeling!

And you feel really perked up, you feel happy, you feel joyous,

you're not really tired, you don't have a lot of pain and aches.

I'm telling you, when that happens to you,

your brain is flooded with dopamine and endorphins, you know,

a lot of neurotransmitters in your brain.

And this is what we mean when we talk about a psychoactive drug.

You know, something that is psychoactive

has the power to change the neurotransmitters in your brain.

And who could believe that sugar could do that?

Well, we thought about it for many years,

we saw people acting that way.

I've never met a person that will hide, sneak, lie

and steal fish, boiled cod, cucumber, can you imagine that?

You just start laughing when you think about it.

But people are doing that with sugary stuff, you know.

With chocolate, with ice cream, with cakes, cookies...

You hide the wrapper in the garbage can,

you don't want anyone to see what you were really eating.

You know, it's food.

You should be able to handle food, shouldn't you?

Well, you know, if you look back more than 60 years

the kind of stuff that's in the food today was not then.

There weren't so much processed foods,

it wasn't added sugar and everything.

I used to ask people that are my age around 60,

"When you were a kid, did you have a jar of sugar in your house?"

And they all said "Yeah, we did."

"But do you have it now?"

Does the young people have a jar with sugar in the house, in the kitchen cabinet?"

"No, they don't",

"How comes? Why don't you have a jar of sugar today?"

Well, it is because sugar is added into almost everything you buy,

everything you eat today.

So 85% of sugar you get into your food today
from eating what you think is regular food.

So sugar has the actual property of changing your brain chemistry.

So does it mean that anyone that eat sugar is a sugar addict?

No it doesn't.

We know today from a lot of research
that if you have a sensitive reward system,
that's what it's causing some people to become addicted to it
and the word addiction comes from the Latin word "*addicere*",
which means "to be enslaved".

It means losing control, something else is ruling you.

And that's what's so unpleasant with sugar addiction.

It's not you who is running the show.

You're like a missile, you know, you're locked on target.

And once you get into being hooked on sugar,
you will do almost anything to eat it.

And if you listen to people telling their stories,
you can see that it's a very, very potent drug.

People steal to get sugar,
people lie about it, people get tremendous consequences.

I mean being overweight is not fun.

It's very painful, it's very unhealthy.

And still people want to lose weight,

but they still keep eating and gaining weight.

So the outcome is not what you wanted to be.

And that is one of the signs of an addiction.

I want to lose weight, but I keep eating and gaining weight

and then something is very wrong.

You're not a bad person, believe me, you're not psychologically sick.

You have a very very, potent changed brain chemistry

and that is from a lot of processed food that we have in our grocery stores today.

And that's really sad.

So if you really want to learn what this is all about

dare go into having a diagnosis.

Don't stay at home and hide and feel ashamed of something

that you can actually do so much about.

If you can relate to any of those things that I've told you about

please keep listening to the videos coming next

where I'm going to explain why is this happening to you

and what you can do about it.