

“MAGDALENA’S MUFFINS”

Using TFT to Treat Food Cravings

by Nora J. Baladerian, Ph.D.

Magdalena and I were talking one day, and she mentioned that after our visit she was planning on meeting a friend at a local Starbucks. She was very much looking forward to seeing her friend, and enjoying a coffee and a delicious chocolate muffin. “On the other hand,” she said, “I really shouldn’t have the muffin, but I really love their muffins.”

I thought to ask more about the former idea of “shouldn’t really have one.” She said that she just loved muffins, but they’ve gotten so large now. I asked about just eating what she enjoyed and leaving the rest. “Oh, I couldn’t do that, it is so wasteful.”

I asked if she would like to be able to only eat a little of the muffin so she wouldn’t feel so bad about having done so. She was very enthusiastic about that, and so I asked her to rate on a scale of 1-10, how much she was looking forward to that first bite of a yummy muffin. She said that would be a 10!

Excellent. I asked her to focus her thoughts on the taste of the muffin, the feel of it in her mouth, and the emotional satisfaction it gave her. “Yum, yum, yum” I said. At the same time, I asked her to tap on specific places on her face, hands and torso as she focused on the yummy and ever-so-satisfying muffin. “Yum, yum.”

After she had tapped on a sequence of 3 locations on her body, I asked her to stop, and just focus on her desire for the muffin. She looked rather surprised and said, “it’s more like a six now.”

I continued with the TFT treatment, asked again, and she re-rated her desire for the muffin at a three, then said she really did not want the muffin. I told her she could have it, a yummy chocolate muffin, just to allow herself to imagine that first delicious bite. Then she made a disgusted facial expression and said she really no longer had an interest in having the muffin and rated her desire for it at a “0.” No interest at all.

I didn’t see Magdalena for another 6 weeks. When we got together, and I immediately asked when there was a proper break in our conversation, what happened after our last

meeting when she went to Starbucks with her friend. “Oh,” she said, “actually we decided to go for lunch instead, and I didn’t have any bread like I usually do.” “You know what?” she exclaimed, “since then I’ve lost 8 pounds!” My reaction: “What? Tell me more!”

“Yes,” she said, “since then I’ve had almost no interest in sweets or carbs . . . absolutely no interest. Not an aversion, but no interest.”

She had noticed that she had some mental interest – like a passing interest in some sweets, but just thoughts without cravings. Ideas not cravings, that went as quickly as they came. She was absolutely delighted. No struggle! No pain in feeling deprived or having difficulty resisting sweet foods or reducing quantity of sweet foods. I told her, “well, that’s my motto, no pain, no pain!”

Then she mentioned that she is feeling a bit fearful that the lack of craving will not remain if she were to indulge a little bit. In fact, she had



just eaten a candy bar two days before and said that she is afraid that she'll "get hooked" again. I told her that that sounds pretty scary, in light of her easy success, and who would want to slide backwards?

So I asked her to rate her fear of getting hooked on sweets again, and she rated that at an eight. We proceeded to do another TFT treatment, and after about 1.5 minutes I asked her to re-rate her fear. It was now at a four. We continued treatment for about another 1.5 minutes, and she re-rated her fear at a zero.

She also reported that some tension she had previously had in her neck had lessened. She stated that this attention to her fear of getting hooked again was "just the ticket and felt much relieved and happy" as she left. I can't wait to see her again, and see how she is enjoying her new-found freedom from a craving she had felt enslaved by for most of her adult life.

Yet there was much more to her story. Whereas I was treating her for the simple craving for muffins, in reality she had much more on her mind.. She told me that even though she was relatively healthy, but her advancing age and her family history of debilitating vascular disease, she had great fears for her health.

She knew that she couldn't continue to ignore her excess weight and BMI (which put her in the "obese" range), nor the arthritic aches she was experiencing, and the stomach discomforts from her reflux disease.

She also said that she was experiencing a lot of stress in her work and with some extremely painful family problems. She knew she was playing Russian roulette by continuing to eat many desserts, and excessive amounts of carbs daily.

Further, she went on to remark that "I've been noticing, with much embarrassment, that I am heavier than most of my contemporaries. When we dine together I've been feeling embarrassed ordering pasta dishes and eating lots of bread, while they are restrained and making

much healthier choices.

I also find myself getting really angry when my husband or any of my three daughters, who themselves are dangerously overweight, would express their concerns about my excess weight. Yet thinking about dieting or giving up carbs would make me feel angry and think of myself as deprived. I didn't say all this to you before because, as you can see, it is not something that I share easily."

After the treatment, Magdalena wrote, "I'm not sure how I connected with working with you on this, but something did come up for me when I thought of meeting my friend and going to Starbucks and eating that whole big muffin. When we did the tapping, I was super focused on my body sensations, and when you asked for my subsequent rating regarding my desire to eat the muffin, I was able to connect with the really unpleasant body reactions to my excessive indulgences in carbs – my comfort foods. When I got to that '0' rating I actually felt something just softly click into a new gear.

I haven't felt the need to eat all the fun things I used to. Last week I went to a sumptuous brunch buffet at our local country club. Not only didn't I have the bagels and lox (another very favorite dish), but I also sailed past the dessert table filled with the yummiest pastries and, instead, took just a few pieces of melon. I've also hardly had any stomach discomfort.

I want you to know that I haven't said very much to anyone as to what we did. Not that it's a secret, but because I'm not on a 'diet', but I'm living a new lifestyle. I don't want to deal with people watching me and looking to how much weight I'm losing....I'm not sure what the rest of that is all about. I think it's that I want to eat the 'right kinds of food' because that's a regular choice I'm making and not what I 'should' or 'should not do'."

Magdalena gave me permission to share this on this website, as hers is a completely unexpected outcome. She was looking to eat less muffin . . . and now she's changing her life.