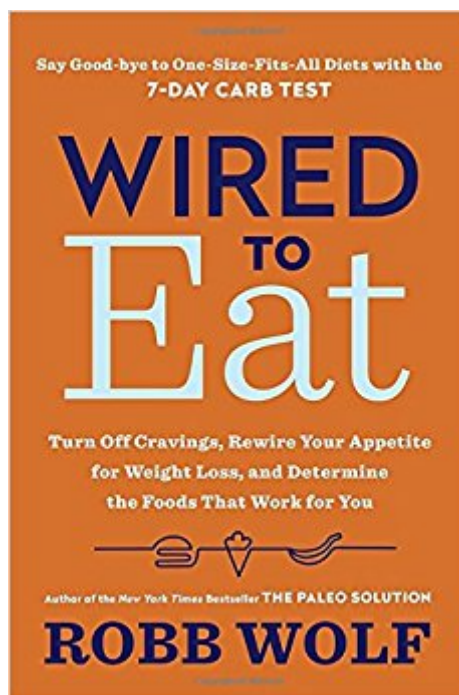




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# Wired To Eat: Turn Off Cravings, Rewire Your Appetite For Weight Loss, And Determine The Foods That Work For You



## Synopsis

FromÃ A New York Times bestselling author of *The Paleo Solution*... *One Month to Reset Your Metabolism for Lasting Fat Loss*, *One Week to Discover the Carbs that are Right for You*.Ã A The surprising truth is thatÃ A we are genetically wired to eat more and move less, the exact opposite of the advice we are often given. Ã A Now there is a more customized weight loss solution that works with your body, a solution based not on arbitrary restriction of foods but on what works for YOU. Developed by former research biochemist, health expert, and bestselling author Robb Wolf,Ã A *Wired to Eat*Ã A offers an eating program, based on groundbreaking research, that will rewire your appetite for weight loss and help you finally determine the optimal foods for your diet and metabolism. With his bestselling book, *The Paleo Solution*, Robb Wolf helped hundreds of thousands of people lose weight by eating a low-carb Paleo diet, but Paleo is only a starting point, not a destination.Ã A Now, he'll share a more customized way of eating that may be the key to permanent weight loss and better health. You'll start with *Wolf's 30-Day Reset* to help you restore your body's blood sugar levels, repair your appetite, and reverse insulin resistance. There are more than 70 delicious recipes, detailed meal plans, and shopping lists to aid you on your journey. Wolf also includes meal plans for people who suffer with autoimmune diseases, as well as advice on eating a ketogenic diet. Once you've completed this phase of the plan, the unique 7-Day Carb Test will help you determine what amounts and types of carbs you can tolerate.Ã A No more guessing. Now you can find out for yourself which foods you can and cannot eat, instead of relying on a one-size-fits all diet. Transform your diet by discovering your personalized weight loss blueprint with *Wired to Eat*.

## Book Information

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## Customer Reviews

"You're not crazy, weak, or lacking willpower... it's the food! *Wired to Eat* digs into the science to show you how the "healthy" foods you've been eating are keeping you sick, tired, and overweight, and provides an effective, easy-to-follow action plan to help you look, feel, and live your best."

—Melissa Hartwig, New York Times best-selling author and Whole30 co-founder "Wired to Eat" goes way beyond looking at food from a nutritional perspective. Robb Wolf reveals how food serves as information, actually influencing the expression of our DNA—an incredibly user-friendly program that's in line with the most leading-edge research available. A landmark guide for regaining and maintaining health."

—David Perlmutter, MD, author of #1 New York Times bestseller, *Grain Brain*, and *The Grain Brain Whole Life Plan* "Wired to Eat is a scientifically sound and very easy-to-understand road map to optimal health. Robb Wolf presents clear, concise tools and strategies you can use to lose weight, control blood sugar and inflammation, and customize your diet. I highly recommend this groundbreaking program for anyone who has struggled with weight or health issues or who simply wants to get to the next level of well-being."

—Mark Sisson, author of *The Primal Blueprint* and publisher of *MarksDailyApple.com* "Wired to Eat" offers a cutting edge view that goes way beyond paleo and proves that resetting your metabolism is not about which foods you eat, it's about how your body responds to those foods. Robb Wolf offers readers an easy to follow, personal solution of how they can work with their bodies to finally find the foods that are right for them in order to achieve the optimal health they desire."

—Amy Myers, MD, New York Times bestselling author of *The Thyroid Connection* and *The Autoimmune Solution*

Robb Wolf is a former research biochemist, health expert, and author of the New York Times bestselling *The Paleo Solution*. He has been a review editor for the *Journal of Nutrition* and *Metabolism* and *Journal of Evolutionary Health*; serves on the board of directors of Specialty Health medical clinic in Reno, Nevada and is a consultant for the Naval Special Warfare Resiliency program. Robb is also a former California State Powerlifting champion and holds the rank of blue belt in Brazilian JiuJitsu.

It seems to me that in writing *Wired to Eat*, Robb Wolf spent a great deal of time thinking hard about how to present his ideas in a way that will get traction with readers. It's not so

much a diet book but a book that takes a few steps back from the psychological and emotional gridlock involved in the subject and uses a language that is thoughtful, calm and with occasional bits of awfully brilliant humor, all the while presenting a smart case for how to think about food based on science and common sense. Remarkably, it's both fun to read and vitally incisive. Wolf takes us along a line of thinking on why we as a society need to earnestly let go of the morality trap that so many people who struggle being overweight get stuck in—that being overweight is a failure of human willpower and character. Wolf painstakingly shows, through the lens of evolutionary biology, how the modern food industry (with the disturbing blessings of government subsidies) takes advantage of it (e.g. by employing food scientists that are masters of dialing up the hyperpalatability of junk food). As Wolf remarks in regards to the old potato chip marketing promise about how you can eat just one, "I'll take that bet every time." Last week I read an article on Politico on the obesity and in one of the photos was a six-year-old girl, overweight, who was being taught how to use a treadmill. I hope this book gets in the hands of those who were coaching her. In regards to the how-to in the book, Wolf again has thought and worked hard to present ideas readily grasped, make sense and are relatively easy to carry out. In particular, I like his food matrix approach to learning how to cook, where you use a chart with 20 ingredients and from there can whip up more than 600 meals that you can do well by rather than be overwrought by meal plans that always to have recipes where there are ingredients you don't have or have never heard of. As far as fresh ground, Wolf has included a concrete pathway (using blood glucose tests) toward identifying foods that are going to cause you problems and those that you can get away with. This book is not a lecture-from-the-mountain-top sort of book on what the best diet is. It's a smart reframing of the problems surrounding food in 2017 with some well-thought ideas on how to navigate through them and how sleep, exercise and stress figure in. It seems likely that anyone following the path laid out by Wolf is going to have success in feeling better, burning off excess fat and reeling in a good set of biomarkers. He does a good job of making this path feel accessible and fun to hop on.

The book is very well researched and written. Mr. Wolf has a fun tone and feels like an ally throughout the book. That said, I think the book would be confusing to someone new to the paleo/ancestral eating way of life, and I think it really falls down on its central promise. Most of the book is spent on background telling you why eating the standard American diet is bad and how it can hurt you (I'm pretty familiar, so didn't find anything new here, but again, it's well written and I

know this is new news to much of America), and then there are some good recipes at the end. If this had been the promise of the book, that would have been fine, but the book touts the 7 day carb test and 30 day eating reset. Sure, they are in the book, but they are a mere 2 chapters! The 30 day reset is really unclear. What exactly am I supposed to do? Eat paleo-ish? It sounds like some alcohol is ok? Just preferably not at night? Again, for someone new to this way of eating, I think this would be VERY confusing without some more clear guidance and rules (something more like what Whole30 offers). A clearer, black and white outline would help. Then, there's only ONE chapter on the 7 day carb test, and it's pretty thin. Taking my blood sugar would be a totally new step for me, and likely most Americans, and I feel really let down here. I wanted more background, process, coaching. More of a plan than to eat 50g of net carbs (again, confusing to a lot of people. Sure, there's a table with some foods, but since he avoids gluten, no dice in getting those numbers). I had to flip back and forth to try and remember what blood glucose level you want after testing as it wasn't all clearly outlined. I've heard he's working on developing a tracker/plan, but you think something like this would have coincided with the launch of the book. While the book is well written and probably generally helpful for someone new to this way of eating to start them on the journey, I was expecting more background, coaching, plans, etc. geared at taking my blood sugar. I know personalized nutrition is new, but I think more could have been delivered here.

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