



# Food Cravings Study Results



## PROJECT OBJECTIVE :

To examine two different interventions to manage food cravings, and to test the efficacy of both interventions and to which extent both interventions reduce food cravings.



Study conducted on 7 women over a period of 15 days

## How do Georgie Beames' tools affect food cravings?

A study conducted on women using the Georgie Beames NBT tools to combat cravings, over a period of 15 days, has shown significant changes in their snacking behaviours.

One of the most significant findings was that on average, there was a **2 kg weight loss over 15 days.**

The study also showed that at the end of the 15 days, the women felt more clear headed, lively, active, and relaxed. **Overall, the women reported a 77% increase in their sense of control over their snacking and cravings.**



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### Georgie Beames

Registered Psychologist  
with a focus on WLS patients

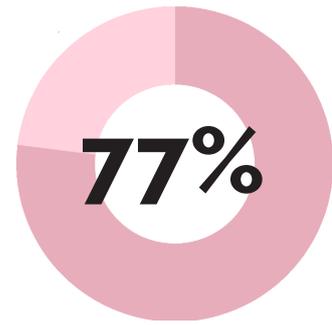
## TOOLS EFFICACY

- **The combined approach of Evidence-Based Tools: EMDR/Tapping/Psychoeducation**

Psychoeducation provides information about what happens if we continually give into our cravings and how this can sabotage our longer term success.

Eye Movement Desensitisation and Reprocessing (EMDR) is an extensively researched, powerful psychological treatment that has been used effectively for over 30 years, including the area of addictions.. Tapping is an evidence- based tool used to reduce food cravings.

## RESULTS



The combined approach resulted in women feeling 77% more in control of their cravings.



## MENTAL HEALTH BENEFITS

- **These interventions also affected significant mood markers**

Overall, the women felt improvements in their mental health such as their activity levels and their ability to concentrate.



\*these findings were statistically significant

## OVERALL EXPERIENCE

### Women felt more in control and overall more confident.

To the question "how do you feel about your cravings after using Georgie's tools?" women said:

*"I still have the cravings, but I feel like I am in better control of them."*

*"More focused. Clarity around habits and where they come from."*

*"I feel in control, and if I lose control I feel like I know how to get back and stay on track."*

To the question "how do you feel in yourself as a result of using these tools to manage your cravings? Has this changed your confidence or hopefulness?" women said:

*"I feel good about myself and I feel more confident about being strong enough to control these cravings."*

*"Confident I can manage with these tools and definitely feel more hopeful that I can continue to lose weight and concentrate on my food and cravings."*



**Additionally, a side effect of using these tools was an average weight loss of 2kg over the period of 15 days.**



Average weight loss in  
15 days