

FREE GUIDE

Why Can't You Stop Thinking About Food?

The 3 reasons your brain won't switch off — and what to do about it.

If you find yourself thinking about food constantly — what you just ate, what you're about to eat, whether you've been 'good' today — you are not weak and you are not broken. You are caught in a biological trap. And there's a way out.

01

Your Blood Sugar Is On A Rollercoaster

Every time your blood sugar spikes and crashes — from carbohydrates, sugar, or even stress — your brain sends out an emergency signal: *eat something, now*. This isn't hunger. It's a hormonal alarm. And it happens over and over, all day long. When you stabilise blood sugar through low-carb or ketogenic eating, the alarm goes quiet — often within days.

02

Your Brain Is Running On The Wrong Fuel

Most of us have trained our brains to run on glucose — a fast, unstable fuel that burns out quickly and demands constant refilling. Ketones, produced when you eat low-carb, are a slower, steadier fuel that keeps your brain calm and satisfied. When your brain has what it needs, the food noise — that constant mental chatter about eating — fades away naturally.

03

Your Hunger Hormones Are Out Of Balance

Ghrelin (the hormone that makes you hungry) and leptin (the hormone that tells you you're full) can become dysregulated through years of high-carb eating, poor sleep, and chronic stress. When this happens, your brain never quite gets the 'I'm satisfied' signal — so it keeps looking. A ketogenic approach helps restore this balance, so your body can finally tell you when it's genuinely had enough.

Ready To Silence The Food Noise For Good?

Book a free 15-minute discovery call with Claire and find out how a personalised low-carb or keto plan can help you feel calm, clear, and back in control.