Satisfy & End Cravings

SAFELY AND DELICIOUSLY

- No Drugs
- No Added Stimulants
- No Herbs
- No Artificial Sweeteners
- No High-Fructose Corn Syrup
- Gluten Free
- Low Sodium
- Kosher
- 100% Satisfaction Guarantee

www.MealEnders.com

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DIEITITIAN APPROVED

Overeating is Over

The MealEnders Approach to Weight Management

MealEnders

THE END OF OVEREATING

MealEnders

THE END OF OVEREATING
MealEnders tackle overeating by keeping your mouth and mind occupied during periods of temptation known as “Overeating Zones,” including:

- The 20-minute period between the time when you have had enough to eat and the time when your brain gets the signal that your body is actually full.
- Snack cravings, unrelated to actual hunger, that compel you to eat.

The two layers of a MealEnders Signaling Lozenge work together to reward and reset your taste buds, while helping you to transition your focus away from eating. Over time, MealEnders heighten mindful eating behavior and provide a cue for meal completion and snack avoidance.

**The Science of Overeating**

**Your Hunger and Fullness Signals Have a Timing Problem**

Your body has a natural signaling loop that transitions you from hunger to satiety. When you’re hungry, ghrelin (the “hunger hormone”) travels to the brain and stimulates you to eat. As you eat and get full, you don’t realize you’ve eaten enough until the satiety hormone – peptide YY – is released to your brain 20 minutes later.

**Cravings are Powerful Beasts**

The desire to snack often starts out as a craving. Cravings can be triggered by many things: the sight or aroma of food; emotions like boredom or stress; or just habit (e.g. popcorn at the movies). When we give in to those cravings, it can be hard to stop.

Extra snacks or larger portions can add up fast and lead to undesired weight gain.
How MealEnders Help

MealEnders curb overeating by:

1) keeping your mouth and mind occupied when you’re most at risk of overeating; and,

2) providing physical sensations and psychological cues that help to override detrimental eating habits.

MealEnders harness the power of behavioral psychology and sensory science to help you resist temptation.†

MealEnders work so well for so many people because they:

Utilize a 2-Layer Duo-Sensory Taste System™
A hint of sweet is followed by a cool and tingling sensation to reset your taste buds, freeing you from the desire to overindulge.

Engage Your Brain + Body
Mealenders use a proprietary blend of flavors that the tongue experiences as sensations, keeping your mind and mouth occupied for up to 20 minutes.

Fit into Everyday Life
Mealenders are portable, easy (and tasty!) to use, adaptable to different lifestyles and healthy diet strategies*, they contain no disrupting drugs or stimulants.

When MealEnders Help

MealEnders are adaptable for use any time of day and for most any eating challenges. The more regularly you use MealEnders, the faster you’ll come to associate their signature taste as a cue to stop eating. Here are some common behaviors MealEnders can help you avoid:

- Overeating at meal time
- Indulging in dessert
- Snacking when you’re not really hungry
- Late-night grazing
- Giving in to junk food cravings or emotional eating
- Eating mindlessly while watching TV or on the computer

Keep MealEnders in all the places where the urge to overindulge might hit you (on the dining table, next to the TV, in the car, in your purse, in the snack drawer) so they’re at arm’s reach whenever you need them.

MealEnders can be used along with most dietary and weight loss programs, including those that use pre-portioned meals, points tracking, calorie counting apps, or dietitian/doctor-supervised diets.

†Patent pending.

*just 2g sugar, 15 calories and 0 Weight Watchers points per Signaling Lozenge
How to Use MealEnders

Using MealEnders is Simple:

1. Identify the moment when you might be crossing over from healthy eating to excess eating and, instead of another serving or snack, take a MealEnder.
2. Savor the MealEnder without biting or chewing; allow it to dissolve slowly in your mouth to extend its effects.

The trick is recognizing opportunities to use MealEnders.

Tips for Getting the Most Out of Your MealEnders

AT MEAL TIME

• Mind the pause: If you sense a pause where you instinctively put your fork down, or a decrease in enjoyment from your food, take a MealEnder and stop eating.

• Experiment with portion size: With each meal, gradually reduce the portion that you plate and take a MealEnder as soon as you finish.

• Take routinely after pre-portioned meals: If you’re following a portioned or pre-packaged meal plan, use a MealEnder to help you adapt to the new portion size.

• Skip dessert: If you crave sweets after a meal, grab a MealEnder instead (or after a couple of bites) to avoid hundreds of calories.

• Double your pleasure: When dining out, eat half your meal at the restaurant and have a MealEnder as you get the other half wrapped to take home. You’ll have visual evidence of the positive decision you made, and enjoy your meal again the next day.

BETWEEN MEALS

• Place a MealEnder in your path: Always keep a bag of MealEnders between you and the food that may tempt you.

• Plan your Snacks in Advance: Use a MealEnder to bring closure to your snack or to avoid an unscheduled snack (perhaps along with a short walk or a cup of tea).

• Spot a Craving: Do you find yourself standing in front of the fridge or aimlessly foraging through cabinets? That’s likely driven by a craving rather than hunger. MealEnders can help you break these unhealthy patterns.

• A Healthy Pairing: Keep healthy foods at eye level and at the front of your refrigerator, or on the counter, ready to eat. Place a couple of MealEnders nearby as well to cap off that healthy snack and avoid coming back for something more.

It’s especially important to be diligent about using MealEnders in the first few weeks to establish the signaling effect that turns MealEnders into your eating “off switch.”

It may take some practice to work MealEnders into your routine, but if you stick with it, it will become second nature. Before you know it, you’ll be cutting out hundreds of calories a day and finding it easier than ever to achieve your weight management and healthy eating goals!