

Bye-Bye Binges

**YOUR 3-STEP
GUIDE TO
STOPPING
BINGE EATING**

The Undiet Company



INTRODUCTION - MY STORY

“I was just like you, stuck in a binge-restrict cycle I thought I’d never escape. But everything changed when I accidentally stumbled across this one thing.”

One night, back in 2018, I stood in front of my fridge, exhausted from a long day at work and dealing with a whirlwind of shit.

It wasn’t anything crazy ... no different than the stress most people deal with day-to-day.

But unlike many other people, I used food to comfort myself ... like, all the time.

Whenever I was stressed or emotional, I’d end up bingeing on certain foods to regulate my emotions and feel a little bit of comfort.

But the relief would always be temporary. Because afterwards, I’d feel extremely guilty and ashamed of how much I’d just eaten...

And so, the next day would roll around and I’d skip breakfast to ‘make up’ for all the excess calories I consumed the night before.

I had food noise 24/7 and was in this constant cycle of bingeing and restricting for years.

I felt like I'd tried everything to break free...

I'd tried every kind of diet under the sun to help control what I ate. I would meal prep, throw all unhealthy foods in the trash, and try to muster as much discipline and willpower as I could.

But no matter what I'd try, eventually, I would always end up bingeing and overeating again. It sucked, and I hated myself for it. It made me feel weak and undisciplined.

But on that one night in 2018, as I was staring into the fridge, teetering on the edge of another binge, I stumbled across something that changed my life...

It was something that I never would've expected in a million years.

But it was so god-damned simple that it actually made me mad for not realising it sooner.

And even though it seemed so simple, it helped me immensely and completely ended my days of bingeing.

Of course, I still occasionally get food noise and cravings (I'm only human lol), but I can easily manage these now and can eat whatever I want without losing control or feeling guilty. I also feel much happier and more confident in my body.

Because of my own transformation, I decided to dedicate my life to helping as many women as possible achieve something similar.

Over the past few years, I've built a business that has helped hundreds and hundreds of women around the world stop bingeing and take back control over food.

I'm a qualified nutritionist myself and have built a team of extremely talented dietitians and nutritionists to help me achieve my mission:

To help 100,000 women break free from diet culture and live a storyworthy life without food noise.

In this guide, I'm going to share three of the biggest secrets I discovered along my journey to food freedom. These are the exact strategies we teach our clients, and they've worked for all kinds of women, no matter where they started.

Let's do this 🦊



STEP #1

IDENTIFY YOUR TRIGGERS & PEEL BACK YOUR 'ONION'

Have you ever gone to grab a “little snack” ... and 20 minutes later you’ve demolished an entire bag of chips and half a block of chocolate?

Yeah, me too. But here’s the thing...

These ‘binge’ sessions don’t come out of nowhere.

They’re almost always triggered or caused by something deeper.

It can be as simple as stress or as complex as some kind of deep-rooted trauma or not feeling ‘worthy’ of eating healthy.

Basically, your binge triggers are the reasons you binge.

They’re the invisible forces that push you toward the fridge, even when you’re not hungry.

And if you’re rolling your eyes right now, thinking, *“Ugghh I’ve heard this all before. There’s no deeper reason. I just binge.”*

Then I’ll tell you that there’s almost ALWAYS a reason. And often the reason(s) aren’t super straightforward.

Think of your bingeing and overeating problem like an onion...

There are heaps of layers in your 'binge eating onion', and you often have to peel back many of the surface-level layers to uncover the deeper layers beneath.

These deeper layers might have been suppressed over many years...

But after helping hundreds of women to stop binge eating, I can say with full confidence that these deeper layers are often where you'll find the true reasons for your binge eating.

Maybe your problems aren't that deep? Or perhaps they are?

But everyone has a reason(s) why they binge and triggers that set them off. Most of the time, these reasons and triggers are **subconscious** and we're not fully aware of them.

For me, as a nutritionist, I felt like I needed to eat super healthy all the time and uphold this squeaky-clean diet in front of my friends and family.

But this restrictive behaviour meant that on days when I was emotional or stressed, the floodgates would open...

I'd think, "*Fuck it*", and eat every unhealthy thing in sight.

But here's the thing: **once I realised what was setting me off, everything changed...**

Once you know what your triggers are and also the deeper reasons why you binge, you can focus on a few small actions to break the cycle and take back control.

Start by asking yourself, *“When do I feel most tempted to binge?”* and *“What emotions or situations usually come before?”*

Here are a few common triggers I see among my clients...

- Stress or anxiety
- Depression or low mood
- Boredom or lack of stimulation
- Restrictive dieting or over-restricting certain foods or food groups
- Emotional triggers, such as sadness, loneliness, or anger
- Social situations or events, such as parties or family gatherings
- Certain foods or food combinations that trigger cravings or binges
- Lack of sleep or disrupted sleep patterns
- Hormonal changes, such as those that occur during PMS or menopause
- Negative body image or poor self-esteem
- A toxic/turbulent relationship with a lover, friend or family member
- Alcohol or drug use
- Fatigue or exhaustion
- Feeling out of control or overwhelmed
- Being in a certain environment, such as a restaurant or alone in your own home
- Certain times of the day or week, such as after work or on weekends

Take a few minutes right now to reflect on your past few binges.

(Yes, I'm being serious. Do this right now. Grab your laptop, phone or a piece of paper to write things down on.)

I want you to write down everything you felt before, during and after your last few binges. For example, you might write something like...

Before My Last Binge: *My husband and kids left the house. I felt like I could finally give in to my food urges without being judged. I also felt extremely stressed and needed some release.*

During: *I felt a sense of comfort, but I also felt naughty, like I was doing something wrong.*

After: *I felt extremely guilty. I felt like I deserved to punish myself for eating too much unhealthy food, so I skipped dinner that night and breakfast the next morning.*

The above scenario is exactly what was repeatedly happening to one of my past clients (*we'll call her Bella*).

When we dug a bit deeper and peeled back the layers of Bella's 'binge eating onion', we found that she felt this extreme pressure to maintain this image of being a perfect mum and wife.

She wanted to eat healthy all the time and be a great role model for her kids.

Bella also had a fear that her husband would stop loving her if she put on any weight...

So, she skipped meals and did everything she could to cut calories.

But this restriction only led to her bingeing whenever she was alone. She was miserable and hated herself for it.

But when we uncovered her triggers and the true reasons behind her bingeing, we were able to put specific strategies in place to stop this from happening.

Almost immediately, she completely stopped binge eating...

And over the coming months, she didn't put on any extra weight (despite regularly eating many of the foods she used to restrict).

And you know what happened with her kids and her husband?

Nothing she feared would happen, happened.

Her kids continued to eat a healthy, balanced diet. Since she was eating properly, she also had more energy to be able to keep up with them.

And her relationship with her husband actually **improved**. With her newfound energy and better moods, their sex life improved, and they were having better conversations and significantly fewer arguments.

I tell you Bella's story to show you how life-changing it can be to spend time uncovering your binge triggers and then putting strategies in place to help you stop binge eating forever.

([Click here](#) to view video case studies and testimonials from women like Bella, speaking about their journey to stopping bingeing and overeating. <https://undiet.co/case-studies>)

The more aware you are, the more power you have to change.

This isn't about avoiding everything that triggers you (because let's be real, life doesn't work that way).

It's about recognising those moments so you can put strategies in place to stop you from bingeing when faced with similar situations in the future.

Spotting your triggers and uncovering the deeper reasons why you binge is the first step toward freedom.

So, if you haven't already, take 5 minutes to reflect on how you felt before during and after your last few binges.

Do it NOW before reading step 2.

STEP #2

BREAK THE HABIT LOOP WITH HEALTHIER COPING MECHANISMS

Now that you've taken the time to uncover your binge triggers and the deeper reasons why you binge, you might be wondering, *"Okay, what now?"*

This is where the magic happens.

Understanding your triggers is step one. Step two is learning how to respond to them in a way that breaks the binge eating cycle for good.

It's also important to understand that binge eating isn't just a one-off reaction; it's a **habit**.

And like all habits, it runs on a loop: **trigger, behaviour, reward**.

Something sets you off (your trigger), you binge (the behaviour), and for a moment, you feel relief or comfort (the reward).

But as you've probably noticed, that relief doesn't last. The feelings you were trying to escape come rushing back, often much worse.

The key to breaking this loop is to replace the bingeing behaviour with something healthier.

Something that gives you comfort, relief, or distraction without the aftermath of regret.

For example:

- If **stress** is one of your binge triggers, try a quick walk, some deep breathing, or a warm shower/bath to calm your mind.
- If you're feeling **sad or lonely**, call a friend, cuddle a pet, or write in a journal to process your emotions (*my personal favourite*).
- If **boredom** is the culprit, dive into a hobby, go for a walk, or dance around to your favourite song.

And yes, I know this might sound easier said than done.

These things won't happen automatically. You actively have to pay attention to how you're feeling and act before you spiral out of control and end up bingeing.

If you recognise that you're starting to feel stressed, don't wait! Do something you know will help you relieve some stress.

Just like you built the habit of binge eating as a response to a trigger, you can also build the habit of responding differently.

The more you practice, the more automatic your new habit/response will become.

Many of my clients binge when they get home from a stressful day of work.

The second they walk through the door, they head straight for the kitchen and eat until they feel numb.

In these situations, we often work on **breaking that habit loop of going straight to the kitchen.**

Instead of heading straight to the kitchen, we focus on doing something else to relieve a bit of the stress.

For some people, this might be a quick 15-minute workout or walk that they do as soon as they get home.

For other people, it might mean heading outside, putting on headphones, listening to their favourite playlist and dancing around.

You have to find what works best for you!

It might feel a little unnatural at first. But once that new habit is locked in, you might find that you really enjoy your new routine.

Now it's your turn. Take a few minutes to think about your triggers.

What small, healthy action could you take instead of bingeing?

Write **3 different things** for each trigger. You can test all of these things and see what works best for you.

For example, if you binge when you're alone in the house or after fighting with your partner, you might write something like...

Trigger: When I'm alone, I binge.

New Behaviours/Responses:

1. Take myself on a solo date (e.g., coffee, lunch, dinner movies etc.).
2. Call a friend.
3. Plan ahead and work out when I'm going to be alone for a long period of time. Make plans with friends or attend a local meetup/event during these times.

Trigger: After fighting with my partner, I binge.

New Behaviours/Responses:

1. Call Mum immediately after any argument. If she doesn't pick up, call Jen or Martha instead.
2. Leave the house and take my dog for a 15-30 minute walk.
3. Do 30 minutes of yoga or pilates. Put a follow-along YouTube video on and put my noise-cancelling headphones on.

Write this in the note section of your phone (or somewhere easily accessible) and make sure you refer to it the next time one of your binge triggers occurs.

It doesn't have to be perfect. What matters is that you're trying something different to break the binge habit loop.

Before you read on, go and write down your 3 new behaviours/responses to each of your binge triggers. Do this NOW!



STEP #3

FIND SOMEONE FOR ACCOUNTABILITY & SUPPORT

Now that you've uncovered your binge triggers and started working on healthier coping mechanisms, you're well on your way to being binge-free.

But the truth is that most people struggle to make lasting changes on their own.

It's not because they're weak or lack willpower. It's because creating new habits and breaking old ones is hard.

Think of it like learning to ride a bike...

When you were a kid, you probably had one of your parents holding onto the back of the seat, steadying you until you got the hang of it.

And if you fell, they'd help you get back on your feet and encourage you to try again.

Without that encouragement and support, you might have fallen one too many times and completely given up ... thinking you just don't have the natural balance to be able to ride a bike.

Breaking the binge eating cycle is no different.

You need someone to help guide you through the toughest of times.

Someone to remind you **why** you started this journey.

Someone to pick you up if you stumble.

Someone to celebrate your wins with you.

Someone to lead the way and teach you what you need to know.

That's why accountability and support are the most important parts of this journey.

Even if you've done the work to understand your triggers and have healthier coping strategies in place, it's easy to slip back into old habits when life gets tough.

And let's be honest: life *will* get tough, just like it has 100 times in the past.

Having someone you trust ... someone who understands your journey and can support you every step of the way, makes all the difference.

But who should your accountability buddy be?

When it comes to choosing someone for support, there are a few options. Each has its pros and cons:

A Friend Or Family Member

- **Pros:** They already know you and care about you. They can be great at cheering you on or reminding you of your goals.
- **Cons:** Unless they've been through it themselves or are trained in this area, they probably don't fully understand binge eating, and their advice could sometimes actually be damaging or triggering.

An Online Binge Eating Community

- **Pros:** You can connect with people who get it ... who struggle with the same problems as you. These groups can offer shared experiences and a sense of belonging.
- **Cons:** Most of the people in the group haven't yet overcome binge eating, so their advice should be taken with a grain of salt. You also probably won't get any kind of consistent or in-depth one-on-one support.

Professional Support

- **Pros:** You can get tailored, expert guidance from someone who truly understands binge eating. They're there to help you navigate your unique challenges and keep you on track.
- **Cons:** Can be expensive. Many professionals also don't offer support outside of calls/sessions. You can't always speak to them during the toughest times when you need support the most.

Whilst any one of these options can help you, who you choose as your support buddy can make or break your binge eating recovery journey.

Yes. This decision is that important.

After helping hundreds and hundreds of women around the world stop binge eating, I've learnt that accountability and support **FROM THE RIGHT PERSON(S)** is the glue that holds everything together.

At [The Undiet Company](#) (yes, *this is my business*), we pair you with an expert nutritionist/dietitian who'll work closely with you for a couple of months.

And this isn't just a "*see you once a month*" kind of thing. No.

You'll get weekly calls to check in, celebrate wins, tackle challenges and set a game plan for the week ahead.

But more importantly, you'll get voice and text message support, so you can reach out to your expert dietician/nutritionist whenever you need help.

This means that you can get instant support in the moments that feel the toughest.

Feeling the urge to binge after a stressful day? Text us.

Struggling with a new trigger you didn't expect? Drop us a voice message and we'll walk you through it.

This is the kind of accountability that changes everything.

On top of this, you'll also be able to join our online community and meet other women who are also on the same journey as you and want to stop bingeing/overeating.

You'll also get access to online courses, guides and everything else you need to break free from binge eating for good.

And yes, this does come at a price...

But we're so confident that we've built the world's best system for stopping binge eating and ending the food noise, that we even guarantee results...

"If you work with us and don't completely stop binge eating and take back control over food, we'll give you a full refund."

Yep. We'll help you transform your relationship with food or you don't pay. Simple as that.

You don't have to do this alone. We're here to make sure you have the support you need, exactly when you need it.

If you want to find out more about our services and see if we can help you, the next step is to book a 100% free Food Freedom Support call with one of our Undiet experts.

<https://undiet.co/food-freedom-strategy-call>

PUTTING IT ALL TOGETHER

You've made it to the end, and I couldn't be prouder of you for sticking with me this far.

By now, you've learned the three key steps to breaking the binge eating cycle:

1. **Identify your triggers** and peel back the layers to uncover the deeper reasons behind your binges.
2. **Break the habit loop** by replacing bingeing with healthier, more supportive coping mechanisms.
3. **Get accountability and support** to keep you steady, motivated, and on track when life gets tough.

Each of these steps is powerful on its own, but together, they're life-changing.

The path to food freedom isn't always easy, and you might stumble a few times along the way, and that's okay.

What matters is that you keep going!

Change doesn't happen overnight, but every choice you make, every urge you resist, and every moment of reflection brings you one step closer to the life you deserve...

A life that's free from constant food noise and food guilt. A life where you feel confident, balanced, and in control.

So take a deep breath, trust the process, and remember:
you're stronger than the urge.

You've got this!

P.S. If you're interested in getting additional help to stop binge eating, view the next page for a special offer.



BOOK A FREE CALL WITH US!

You've read through the steps. You know what it takes to stop binge eating and take back control of your life.

But knowing what to do is one thing ... actually putting it into action is where most people get stuck.

This is your chance to change that.

If you're serious about breaking free from binge eating for good, I'd love to invite you to book a free Food Freedom Support Call with us.

It's a free 30-minute call where we will:

1. Identify exactly what's causing your food noise and binge eating.
2. Then we'll map out a personalised 3-step game plan to help you stop bingeing and end the food noise for good.
3. And if you're a good fit, we'll chat about which of our services might be best for you 🤝

Click the link below to book your free Food Freedom Support Call now:

<https://undiet.co/food-freedom-strategy-call>