

SMART SHOPPING



As with many other New Direction System experiences, you must make time for calorie-wise conscious shopping. The shopping experience requires planning ahead.

Eat Before You Shop

Never shop when you are hungry. Whenever you place yourself in a vulnerable position, your defenses weaken. When you first enter the supermarket, notice that baked goods and other tempting foods are often among the first items to meet your eye. The market's strategy of temptation is designed to lower your resistance. On a full stomach, you'll have the strength to come to your senses! Also, resist free taster foods that they offer you when shopping.

Bring a List

If you have a list with you, your shopping trip will be more focused and efficient. Roaming aimlessly down the aisles allows you too much time to rationalize why you deserve that coconut custard pie at the frozen food section. It's so simple—what you don't take home, you can't eat!

Read the Labels

Labels are tricky. Becoming a skeptical consumer and recognizing the potential traps really gives you a head start in the label jungle. Learn not to trust the front of a box just because it says “natural” or “lower in calories.”

- Question all labels and choose your foods carefully.
- Look for low-carb alternatives to your favorite foods.
- Steer away from foods with simple sugars and lean towards more complex carbohydrates that have fiber.

Be an Informed Shopper

Take shopping seriously. Conscious and conscientious shopping for food will be an important phase of your New Direction weight management program. You'll need to examine labels and choose only foods that are within your New Direction weight management plan.

To make a final choice while shopping, follow your instincts based on your knowledge. If it makes it out of the store, it will inevitably make it into your mouth. Stop the temptation and start to feel the success!