

THE COMPETING GOALS OF MIND & BODY

The Wellness Brothers

The Wellness Brothers' approach to food acknowledges two fundamental goals in every human being. The first is the Goal of the Mind, which is to experience maximal satisfaction. The second is the Goal of the Body, which is to survive for as long as possible. When it comes to food, these are the two natural drivers that motivate what, why, when and how much we eat. The difference between the two is this, the Mind wants food for FUN and the Body needs food for FUEL. This is important to understand.

What's also important is to recognize that the Goal of the Mind tends to be the dominant one of the two. This wouldn't be such a big deal if the majority of "fun-foods" were not so loaded with bad stuff and sorely lacking in good stuff, but that is how it is.

The "junk food" chosen to "fix" the Mind is what unintentionally destroys the body. On the flipside, the stuff that "fixes" the body is often seen as "junk" to the mind. With the Mind winning most of the dietary choices it's easy to see why so many people are nutritionally unwell. In the end there's no getting around the fact that great health depends on a good diet and a good diet results from food being eaten mainly for its FUEL value. The bottom line is a re-ordering of the Motivations to eat needs to take place.

How do you do that?

The best way is to start with a clear description of what your body actually needs to energise, build, repair and defend itself. We like to get to that description by asking the question:

"What do Cells Want?"

The answers to this is what we will take a closer look at in the next article and will be what form the foundation for our food choices going forward. In the meantime, here's another question for you:

"Which of the two goals we've discussed dominate your food choices?"

If your answer is, "The Goal of my Mind," then you suffer from a potentially deadly eating "Dis-Order." The good news is that we have a fantastic way of helping you turn that around. If, however, you already make most of your food choices based on your body's needs, then great!

What's still to come will serve to re-enforce your good habits and also make eating well a whole lot more fun!

TAKE AWAY: THE GOAL OF THE BODY MUST RISE ABOVE THE GOAL OF THE MIND

[Core Direction](#) Article, written by Dr. Ryan Penny of [The Wellness Brothers](#)