



*Michael Senoff's*

**HardToFind Seminars.com**

Expert Interviews On Mind Body & Spirit

# *University*

INTERVIEW SERIES

**Does Eating Chocolate Really  
Help You Lose Weight?**

**An Interview With Dr. Will Clower**



*Michael Senoff's*

**HardToFind Seminars.com**

Expert Interviews On Mind Body & Spirit

Dear Student,

I'm Michael Senoff, founder and CEO of [HardToFindSeminars.com](http://HardToFindSeminars.com).

For the last five years, I've interviewed the world's best business and marketing minds.

And along the way, I've created a successful home-based publishing business all from my two-car garage.

When my first child was born, he was very sick, and it was then that I knew I had to have a business that I could operate from home.

Now, my challenge is to build the world's largest free resource for online, downloadable audio business and health related interviews.

I knew that I needed a site that contained strategies, solutions, and inside information to help you operate more efficiently.

I've learned a lot in the last five years, and today I'm going to show you the skills that you need to survive.

It is my mission, to assist those that are very busy with their careers.

And to really make my site different from every other audio content site on the web, I have decided to give you access to this information in a downloadable format.

Now, let's get going.

Michael Senoff

*Michael Senoff*

Founder & CEO: [www.hardtofindseminars.com](http://www.hardtofindseminars.com)

## Copyright Notices

Copyright © 2001 - 2014 by JS&M Sales & Marketing Inc

No part of this publication may be reproduced or transmitted in any form or by any means, mechanical or electronic, including photocopying and recording, or by any information storage and retrieval system, without permission in writing from the Publisher. Requests for permission or further information should be addressed to the Publishers.

Published by:

Michael Senoff  
JS&M Sales & Marketing Inc.  
4978 Gaylord Drive  
San Diego, CA 92117  
858-234-7851 Office  
858-274-2579 Fax  
[Michael@michaelsenoff.com](mailto:Michael@michaelsenoff.com)  
<http://www.hardtfindseminars.com>

**Legal Notices:** While all attempts have been made to verify information provided in this publication, neither the Author nor the Publisher assumes any responsibility for errors, omissions, or contrary interpretation of the subject matter herein.

This publication is not intended for use as a source of legal or accounting advice. The Publisher wants to stress that the information contained herein may be subject to varying state and/or local laws or regulations. All users are advised to retain competent counsel to determine what state and/or local laws or regulations may apply to the user's particular situation or application of this information.

The purchaser or reader of this publication assumes complete and total responsibility for the use of these materials and information. The Author and Publisher assume no responsibility or liability whatsoever on the behalf of any purchaser or reader of these materials, or the application or non-application of the information contained herein. We do not guarantee any results you may or may not experience as a result of following the recommendations or suggestions contained herein. You must test everything for yourself.

Any perceived slights of specific people or organizations is unintentional.

## **Does Eating Chocolate Really Help You Lose Weight?**

Neurophysiologist and nutritionist Dr. Will Clower, author of the book *Eat Chocolate, Lose Weight*, says it's not a gimmick – you should really incorporate chocolate into your daily routine if you want to lose weight. The only catch – you have to do it the right way. And in this interview, you'll hear exactly how that's done.

Dr. Clower says the right way basically comes down to choosing the right kind of chocolate, being able to train your body to use that chocolate as a way to reduce the volume you're hungry for, and listening and recognizing your internal cues. Essentially, you'll be using chocolate as a window to healthier eating habits. And in this interview, you'll hear all about it.

### **You'll Also Hear...**

- The science behind this chocolate diet: the physiological responses chocolate naturally produces in the body and how it all works together to produce consistent weight-loss results
- Debunking the "I have a sweet tooth, so I can't help it" myth – and the reality of the way your taste buds work
- How to add chocolate and cocoa into your diet so you increase stamina and decrease weight
- The very first thing Dr. Clower says you must do if you want this diet to work for you
- Two ways to train yourself to control your eating... so your body goes into autopilot every day and you no longer have to think about your eating habits
- How to use dark chocolate to cut snacking in half
- A typical day on the "Chocolate Diet" – and why Dr. Clower calls this "the year of chocolate"
- Should you really eat chocolate in the morning as a daily meditation routine? How to make this "dream routine" your must-have reality
- A simple trick you can do with a freezer that will help you stop over-indulging every time you make a batch of cookies

Dr. Clower says the goal is to find a way to "live a life, and not a diet." In other words, stop trying to follow the rules and restrictions of a traditional diet, and start creating a whole new healthy lifestyle that you don't have to think about. And in this audio, you'll hear how chocolate can help you do that.

Kris: Hi this is Kris Costello and I've team up with Michael Senoff to bring you the world's best health related interview. So, if you know anyone struggling with their weight, with cancer, diabetes, ADHD, autism, heart disease or other health issues, send them over to Michael Senoff's [www.HardToFindSeminars.com](http://www.HardToFindSeminars.com).

Today we are talking with Dr. Will Clower, author of *Eat Chocolate Lose Weight*. New science proves you should eat chocolate every day. Dr. Clower, great to have you on the show today.

Will: Thank you, great to be here.

Kris: Are you going for the most popular diet doctor? What is this fascinating concept?

Will: It's interesting because over the last five years, the newest research on chocolate on the polyphenols, on cocoa has shown just an amazing amount of activity showing that cocoa and chocolate products are incredibly healthy for you. In my day-job, I provide [01:05 inaudible] programs for corporations globally and we incorporate chocolate into the nutritional plan that we give people and we find that people who eat chocolate consistently also lose weight. So, those practical on-the-ground level findings are consistent with that new data showing that consistent dark chocolate consumption is associated with reduced weight, in fact.

Kris: I've got to be honest, when I first saw this title I thought, "Oh, this is a gimmick," but I continued reading and you're an award-winning neuro-physiologist, a neuro-scientist and nutritionist and founder of Mediterranean Wellness. You know your stuff. What is this based on? What is the science that the idea that you can lose weight with eating chocolate based on?

Will: A lot of it comes from choosing how you eat. First of all, in order to eat chocolate and lose weight, you have to choose the weight-loss chocolate and not the weight-gain chocolate. Obviously, let's start with that. Then, once you know what that is, you have to eat that in control so; you don't eat so much that it becomes bad for you.

Let's start with the quality of the chocolate that you need. We can list them, it's so long but all of the benefits truly come down to the cocoa. When people say that darker chocolate is better, the reason they say is because it's got more cocoa. The weight-gain chocolate is the one that's lower in cocoa because it's higher in sugar. The darker chocolate is higher in cocoa and lower in sugar. They are reciprocal. The first thing you need to know if you want to eat chocolate and lose weight doing it is to make sure you work your taste up to darker chocolate.

Kris: It is a very different taste but once you start to really start eating it (I tried some organic dark chocolate), you really do develop a preference for it.

Will: That's something that I want to communicate over and over and over to people is that your taste to certain foods are totally within your control. You can create that reality and the way you do that is to train yourself on certain flavors.

For example, some people will say, "I eat sweets because I have a sweet tooth. It's not my fault. I have a sweet tooth. What am I going to do?" When in fact, the truth is just the opposite. They have a sweet tooth because they eat sweet. The same thing is true for dark chocolate. I was on an interview this morning and the person said to me, "I love the sweeter chocolate. What am I going to do? Will this even work for me?" The answer is absolutely but, you have to give yourself the freedom to work yourself up and look at this like a process of learning healthier eating behaviors through the chocolate. It is a window to healthier eating behaviors. Does that make sense?

Kris: It does. What kind of things do you recommend when people are looking at this new kind of life style where you're not talking about deprivation? You're talking about controlling and moderating it sounds like. What does it look like?

Will: What I want you to do is to include a little bit of chocolate every day. A good way to do that is first of all to prevent overconsumption. That's what everybody worries about, "Is there off switch? If I start eating chocolate does it ever stop?"

One of the ways to do that, what we coach people on in the book and that is to practice conscious eating or sensual eating. When you eat your chocolate, if you leave it on your palate, let it melt, taste it and make it last as long as possible, then something happens in your brain. In the neuro-receptors on your tongue called sensory-specific adaptations, meaning that the drive to consume it fades over time. It's almost like your brain, what it wants to do is to taste more. So, if you leave it on your palate and you taste it more then, you're hungrier for less.

Do you ever watch people eat and they chew some and chew some and chew some really quickly? When you do that, you don't taste a lot of it because it spends more time in your gullet than it spends on your tongue. When that happens, the quantity that you eat increases. So, your question is, how do you coach people to a lifestyle of control, not deprivation. Well, it starts with learning to love your food and practice sensual eating.

Kris: One of the big problems with people when they're trying to diet, I talk to a lot of people that they just can't have any of these food around. They just will not stop eating them. They're so addicted to them. Can you explain how this way that you're talking about, how does that work? What are the differences there?

Will: There are some clinical conditions where there actually is no off switch. Alcohol is one of them. If you're a person that can't stop at one or two glasses and you go to one to two bottles. Then, you don't need to start. It's not important. This is good for you that wine. You can do something else. If you know you cannot stop, don't start. Don't be silly. The same thing is true for chocolate. I've spoken to people who said, "If I start, I will go through a pound. I am a compulsive eater. I have a problem." If you are to that clinical level truly (and the percentage of the population who is actually at that clinical level is microscopic), you don't need to start. You need to see someone but most of us truly, if you practice sensual eating and you take your time, the amount you are hungry for becomes self-regulating.

One other thing I have to say is if you apply the chocolate, if you deploy it like we talk about in the book, in association with your

meals, you can help constrain the volume you're hungry for at the plate. It can also help prevent between-meal noshing that happens where people are hungry all the time. In our program, tens of thousands of people have worked with us, what we find is that we incorporate what we call the "ender" after the meal. It's the meal tag after your lunch and after your dinner. The amount of times that you're snacking between meals is cut in half. Between lunch and dinner, you're just not hungry.

There's a psychological reason why that's true. We can talk about it if you want but, the bottom line for me and you and normal people is that having this little "makes you moan out loud" meal tag at the end of your meal helps you control that chronic consumption that leads to chronic calories which leads to chronic weight gain.

The same thing happens on the front-end. When you apply these behavioral strategies, what we see in all of these people is that the amount you're hungry for at the plate will drop from one half to a third. You're eating all you want. You just want an amount that's appropriate. That's how you live a life not do a diet.

Kris: You mentioned there is a physiologic reaction, what causes that? Then, I'd also like to just have you describe what the typical day is on someone that is reading Eat Chocolate, Lose Weight and what kind of things do they eat.

Will: Let's start with the ender. You finish your meal and after you meal, you have high-cocoa chocolate on the end. The cocoa butter just comes normally packaged in chocolate can stimulate some tiny neuro-hormones that do a couple things. They can drift up to your brain and say, "I'm full. Stop now." Also, they can help to slow the rate that your stomach empties into your small intestine that's where your food gets absorbed. If it slows down the rate of that absorption, then any sugars that are in your food for example, instead of being absorbed rapidly spike into your blood stream, it's absorbed more slowly in a nice steady curve. If blood sugar is absorbed rapidly into your system, then that can cause an over-production of insulin from your pancreas which can cause all of that blood sugar to be whisked out. If you've ever had the "sugar blues" where you've



eaten a lot of sugar products and an hour and a half you're hungry, that's why. That's why people have to snack between meals because they don't have that little thing on the end of their meal or they're eating foods that are high in sugar.

The physiological response that happens is two-fold. One is in this tiny hormone that continued to be produced by the chocolate but also in how it helps you process your food in a moderating rate so that any blood sugar you do have lasts longer through the afternoon. So, you're just not hungry.

Kris: For more interviews on health, mind, body and spirit go to Michael Senoff's [www.HardtoFindSeminars.com](http://www.HardtoFindSeminars.com).

Before we go on to what a typical day looks like on the *Eat Chocolate Diet*, why do you think that there's so many people struggling. Now, it's not just the US, it's worldwide but, so many people struggling with obesity and inability to lose weight. What do you think is going on with this?

Will: There's a cacophony of noise, noise, noise, just different idea. It's low fat. It's low carb. It's food combining. It's caveman dieting. It's your blood type. It's food combining. It's everything in the world. All the ideas coming from all the different directions are very, very, very confusing. Eventually because everybody's saying a lot of different things so, no one hears anything. Also, and this adds to the confusion, do you remember this? Do you remember when margarine was good for?

Kris: Sure! I know lots of people that still think that.

Will: That was the official American Heart Association recommendation, when you go into the dairy section; it's the one with the little red heart on it. Now, we know that that was causing the problem they told us it was fixing. The high fructose corn syrup that was in the low-fat products was also causing the problems they told us it was fixing. I think people get a little jaded after a while. When we're told that eggs are going to kill you, then we learn from Harvard and others that an egg a day is good for you. It has zero impact on cardiovascular risk factor. Because of that, the advice that comes from health authorities

changes it seems often and the voices that are heard in our culture of health are disorganized. They're all over the map. That creates confusion. I believe there's a solution to that.

My perspective, I promote the Mediterranean Diet. The Mediterranean approach is that there are healthy cultures. There are cultures of health that have low obesity rates and they get their knowledge of how to eat and how know what to eat from a certain place. That place is called history, culture and tradition. They do what they do because they've always done it and what they're doing produces low-weight, healthy hearts and longer lives. My perspective is this; let's go on an observational model. Do what healthy people do? Because, if you do what they do, first of all you can see it works with your own eyes. You don't have to hope that that brand new theory turns out to be correct. Also, if you do what healthy do, you're going to get their results. One of the things that healthy people do is have small amounts of rich wonderful foods like chocolate at the end of their meals. That's where that aspect of *Eat Chocolate Lose Weight* that's where it comes from. It's from that habit of having that little rich piece of wonderfulness on the end of your meal.

Kris: How else should people plan their day if they're going to eat this way? What else will they be eating?

Will: You can eat anything you want as long as what you're eating is real, if it's a food, if it was alive at some point, if it had a mama and a daddy, if our grandparents didn't eat it, then you probably shouldn't eat it either. If you can incorporate cocoa (that natural unsweetened cocoa not Dutch-process) into your daily life, then you should. I sprinkle a little bit in my coffee in the morning. If you're making a stew or anything savory or tomato-base, cocoa goes wonderful. Add that to our food. It's phenomenal and excellent for you.

You need to add it in association with your meals so, prior to lunch, after lunch, prior to dinner, after dinner. Then, what I want you to do when you're on the plan is to take data on yourself, judge how much you are hungry for normally and then apply the chocolate and then, see the effect over time. What

you're going to see is that the amount of food that you're hungry for drops both between meals and at the plate.

Next, for your activity, I want you to add a cocoa drink (it can be cocoa and water it doesn't matter) in association with your routine and take data on yourself. You know how you feel when you walk, when you exercise, when you run and you do whatever you do. Then, apply the cocoa, un-Dutched, unsweetened, natural cocoa. You're going to see what happens to your stamina because the research data are very clear that your time to exhaustion will increase. Your basal metabolic rate will increase. So, add that to your routine prior to your workout.

Regarding meditation, a great thing to do and something that we advise you to do is to take 10 minutes in meditation each day. One way to practice sensual eating is to take one small piece of chocolate as your meditation. You put it in your mouth and you let it sit and you think about the flavors and that is your singular focus during your meditation in the morning. It's the perfect way to start the day and it allows you to incorporate a healthy food into a meditative routine in the morning. This will help reduce your cortisol level, the stress hormones that you would take normally with you through the day.

So, that's what it looks like, chocolate, chocolate, chocolate, chocolate, structured with you in control.

Kris: When you're talking about cocoa, you don't mean mix of cocoa. What exactly kind of cocoa are you talking about and where do people get this kind of thing.

Will: That's a good question. Go to the baking section of any grocery store and you will see; it's called cocoa. If you look at the ingredients, it will say, "Cocoa." That's all, cocoa power. That's it. There are two varieties of them though. One is Dutch-processed cocoa which is fine for you. Another way that they say that is processed with alkali. The other type of cocoa is not processed with alkali and that's called natural unsweetened cocoa. They're both there in the baking section. You can find them both. It's in a big can. The natural unsweetened cocoa has 60% to 90% more of the polyphenol antioxidants in the cocoa

than the Dutch-processed. 60% to 90% more, that's why it's so good for you. The other one is fine honestly, truly but the natural unsweetened version is massively better.

Kris: You've got a lot of great recipes in *Eat Chocolate Lose Weight*. What are some of your favorites?

Will: I love the brownies and the chocolate chip cookies. One of the things I did with the chocolate chips is I have a dark chocolate cracked up in there but I also replace some of the flour with that cocoa powder I talked about to make them chocolate chocolate chip cookies. The way you mess up cookies is to eat too many of them. What I do and what I want you to do when you make these is to make the dough, make them into little balls and put all but two or three of those balls into the frig or the freezer. They'll keep forever. Then, you cook the two that you have and that's all you need. If you cooked up the entire batch, you'd eat the entire batch. Well, some people would.

A solution to overconsumption is just this real simple trick. This real simple thing to do that allows you to just pull a couple out whenever you want them. That way it lasts longer, you control consumption and you get to have the health properties in the process. I love that.

On the savory side, any savory item is great with it, chilies, any tomato-based product. I have a Jamaican-jerk fish that is a tomato, soy, cocoa base. That's prenominal. There's Jamaican-jerk swordfish, I think. It's unbelievable. It's really, really, really, really good. I'm also partial to pudding I make. It's all just made with natural stuff. Easy, peasy, lemon-squeezy, you just do it on the stove. It's so simple and it's something that if you eat it in control, it turns out to be wicked good for your heart, for your head, for insulin stability for everything.

Kris: What is a typical look like for someone that is trying to eat chocolate?

Will: You can apply the cocoa in any way you like. Obviously, like I said before, you can have the chocolate pieces in association with your meals but you can also have cocoa nibs in your salad,

for example, and cocoa powder in any savor things that you want to prepare. In the recipes, there's also salad dressing that you can also prepare which are fantastic. Those are other ways that you can apply this to food and the foods that you eat during the day.

I have to tell you, that what I don't in this book is have an out-and-out prescription that you have to follow to the letter. An external guide that says you have to eat "x" number of grams of this kind of thing and at this exact time, that's not what we do. What I want to coach you to do is to recognize the internal signals. The internal cues are there for you. They are there. You just have to practice listening and part of what the chocolate in the routines that we set up are here to do is to give you the tools to tune in. Give you the tools to hear the signals that are there and help you control it. You get all the health benefits without over consuming.

Kris: This is Kris Costello reporting for Michael Senoff's [www.HardtoFindSeminars.com](http://www.HardtoFindSeminars.com).

Is that why a lot of those other diets tend not to work? People get very enthusiastic for a week, follow everything to the letter and they'll feel great and then, week two they say, "Oh, can't do this anymore." Have you found that your processes are much more effective for people?

Will: That's exactly right. Yes and it's more effective in the long term because it becomes who you are not just what you do. The behavioral routines that I have are something that I coach people to learn with how you eat, how you taste, how you go through your meals, the rhythm of eating that we talk about in the book. Once that's expressed through your behaviors then, it's who you are and you're not on some dumb diet. You're just living your life.

This is a personal thing with me that I love emphasize is in one part of the book I talk about a philosophical difference with this diet and what makes it easier than other ones and that is the difference between ours and others. I feel like ours is more Taoist in a way than Confucianist. A Confucianist approach is one

that specifies rules. The Confucian approach was that, rules and rules and rules and rule and rules to regulate behavior. By analogy with diet, diet's will say you have to have 2000 calories per day and you have to have this number of meals and 40% by carbs and 40% protein and 30% by fats or whatever. It's got this overt external arbitrary rules that you have to follow every day and people just can do that.

A more Taoist approach is principles-driven and you can find the internal cues. Once you hear and can respond to those internal cues, you don't need the external part anymore and you can live better. You don't have to remember the rules. It's coming from inside you. This is a fundamental, philosophical difference that's set aside this approach from every other approach I'm aware of.

I talk about the Tao of eating where I talk about the importance of listening and learning to listen. I interviewed this woman, she's from University of San Francisco who studies food but is also a philosophy who's interested in Taoism. We talked at length. I had a beautiful quote that summarizes what we're kind of after that you have the cues, you have it inside you, it comes baked in and we lose it. We stop listening to it because we're focused on, "30% of my calories by fat or I've got to get some many points in a day or carbs in a day or calories in a day." That's really hard to maintain if you're a normal person just trying to live a normal life.

Kris: The danger is when you stop that listening to how you really feel and so many of these diets where you're following are prescription. It kind of leads you down that path.

Will: That's exactly right.

Kris: Where else can people information? You've got a lot of things going on. You've helped thousands and thousands of people change their lives and their diet and their quality of life. Where else can people find your work?

Will: You can find more about who we are and what we do and the book if you want on our website, just my name [www.WillClower.com](http://www.WillClower.com). Right on the first page, what you'll see the

book but also an interview I did for the Cancer Institute on all the different health properties of chocolate. They did a really good job but you can find it there on our website.

Kris: Great and that's Clower spelled C-L-O-W-E-R and the book is *Eat Chocolate Lose Weight*.

Will: I believe that this year is the year of chocolate. What I mean by that is that if you remember chocolate now is like wine 10 years ago. Do you remember wine at one point, it was definitely not recommended. It was not good for you. Then, it became increasing vacuous, another words, it is empty calories. We've heard that. Then a tipping point happened. Enough research was brought to there so that finally, it started being something that was recommended because it's so good for you. People said, "Okay, fine. It's good for you but, you need to have this amount in this way. It's red. Red is good. You need to have this amount, one or two per day, pregnant ladies aside." There was a recommendation.

Right now, for chocolate it's recommended despite all the incredible health benefits but this is the year that the critical mass of research showing heart health and brain health and emotional health and exercise physiology health with your muscles and control of insulin for diabetics. All of these are research data are going to make the tipping point happen this year so vast by the end of the year, I believe, we will have concrete recommendations saying what percentage of cocoa is best for you. What should you start with and how much should you have in a day? So, this is the year of chocolate.

Kris: I think you're right about that. As we speak, when of our local markets, Deer Frontiers is having a chocolate tasting today and Friday. It's catching fire and certainly, you've gotten our curiosity stirred and *Eat Chocolate* is really a refreshing and new book and so great to hear some uplifting and inspirational ideas. Thank you so much.

Will: Absolutely, thank you.

Kris: That's the end of our interview and I hope you've enjoyed it. For more great health-related interviews go to Michael Senoff's [www.HardtoFindSeminars.com](http://www.HardtoFindSeminars.com).