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Intermediate Student’s Book

Life

Imaginary eating

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*National Geographic* News

9 December

Obesity rates are climbing fast and we need to find new techniques to help people control overeating. According to new research, ‘imaginary eating’ could be one such technique. A psychologist in the United States reports that if you imagine eating a specific food, your interest in that food will drop. And if you are less interested in that food, you’ll eat less of it. Carey Morewedge explains that people often try to avoid thinking about food when they need to lose weight. However, this might not, in fact, be a good strategy. On the other hand, if you force yourself to think about chewing and actually swallowing food, you’ll reduce your craving.

COMMENTS

**Rpineapple23** 11:09 a.m. on 12 December

This study is just another proof of how powerful our brain is. The better we are at using that power when making decisions and controlling certain behaviours (such as food cravings), the healthier we will become.

**reply recommend**

craving (n) /ˈkreɪvɪŋ/ a strong feeling that you want or need something

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