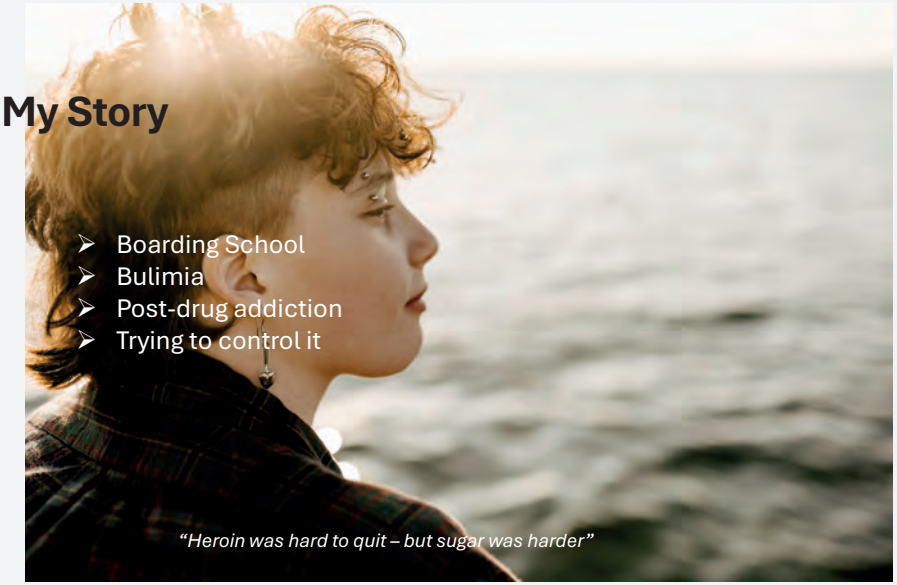
Why am I here today?

The Sweet Spot: Sugar and Addiction

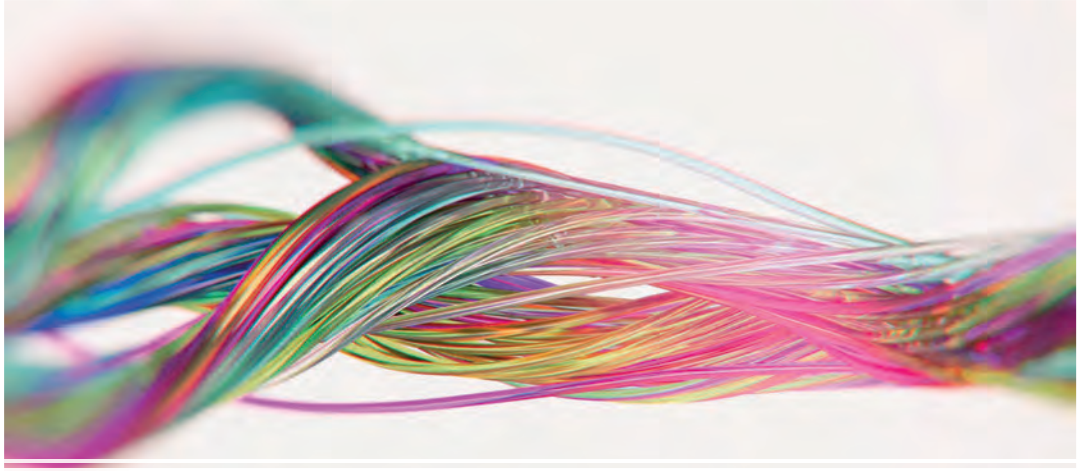
Presented by Lisa Newman

My Story



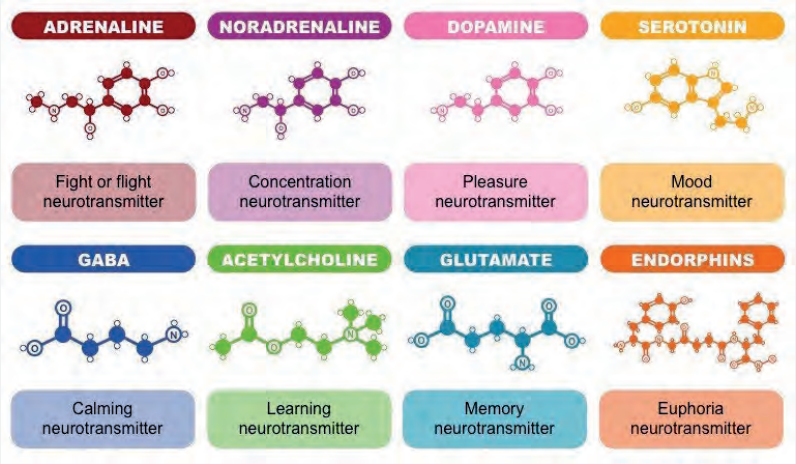
- Boarding School
- Bulimia
- Post-drug addiction
- Trying to control it

"Heroin was hard to quit – but sugar was harder"

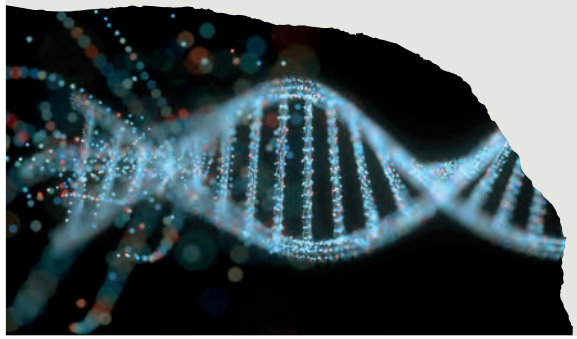


Welcome & Movement

Neurotransmitters: Overview



The Hormonal Hijack: Ghrelin & Leptin

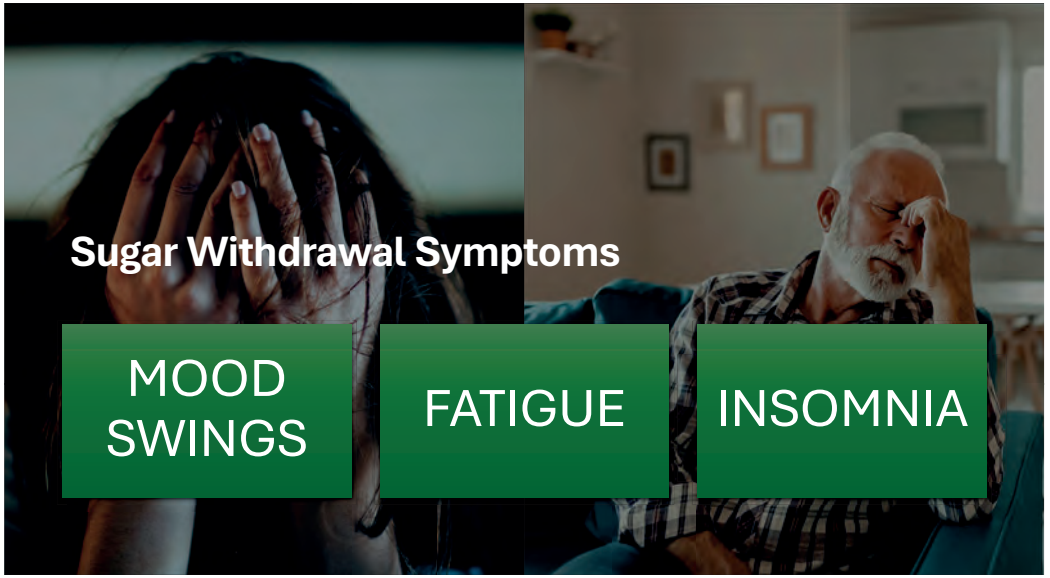


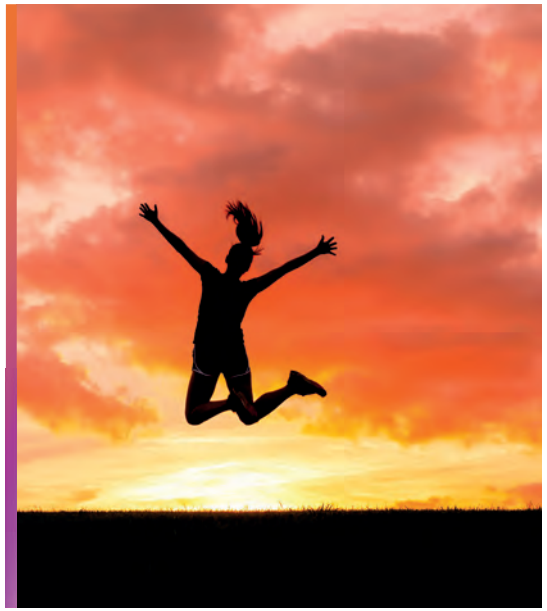
Neurotransmitters like dopamine and serotonin influence how we feel. Two key hormones—ghrelin and leptin—play a major role in hunger and satiety:

- **Ghrelin** – known as the *"hunger hormone"*, signals the brain that it's time to eat. It increases before meals and decreases after.
- **Leptin** – the *"fullness hormone"*, tells the brain we've had enough and helps regulate energy balance.

Sugar addiction disrupts this balance:

- It switches *on* **ghrelin**, making us feel hungrier than we are.
- It switches *off* **leptin**, dulling our sense of fullness—even after eating.
- This hormonal imbalance contributes to a cycle of overconsumption, intense cravings, and disrupted appetite control.





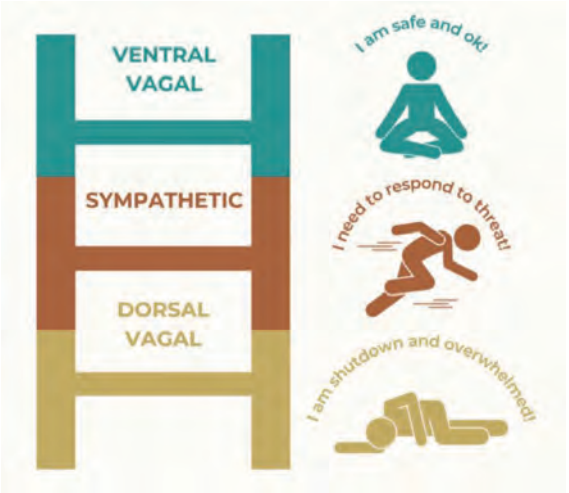
Empowerment:
Reclaiming Real Sweetness

- You are not bad for craving sugar
- You're human
- You deserve to feel fully alive

"Freedom isn't abstinence. It's awareness."

PolyVagal Theory: Sugar, Trauma & Nervous System

- Safe & Social (ventral vagal) = calm, connection
- Fight-or-flight (sympathetic) = urgency, craving
- Shutdown (dorsal vagal) = numbness, bingeing, depression



Integration

What can you introduce for yourself, or your clients, starting today?

Practical Strategies: 5 ways to Recalibrate

- Nourish to stabilise: protein, healthy fats, bitter greens
- Movement to regulate: gentle, rhythmic exercise to regulate cravings
- Mindful eating: slowing down, chewing, noticing
- Somatic practises: breathwork, vagus nerve toning, grounding
- Curiosity over control: what do I need right now?

"You don't have to quit sugar forever. But you do need to know what it's doing to you. That's true freedom."

The Sweet Spot isn't a Rule – It's a Relationship

Awareness. Tools. Freedom.

RECALIBRATE RECOVERY
LIVE YOUR BEST LIFE

The Sweet Spot: Sugar and Addiction

Presented by: Lisa Newman
Addiction Recovery Coach
Director & Founder, Recalibrate Recovery

Connect with me