

Eat Right Now[®]

Control Craving-Related Eating

Facts

What

Eat Right Now is a digital therapeutic program developed by MindSciences utilizing evidence-based mindfulness techniques, mobile health technology and behavioral psychology for the treatment of food cravings, addictions and behavior change. *Eat Right Now* is a scientifically proven daily program that combines neuroscience and mindfulness to help participants identify the triggers that cause stress and emotional eating and provides tools to reduce craving-related eating, and develop sustainable, positive eating habits that stick over time.

The behavior change training of *Eat Right Now* was developed at Yale University School of Medicine by Dr. Jud Brewer MD, PhD, and is based on (1) research into how the brain forms habits (2) evidence-based mindfulness practices that have been translated for modern-day use through programs such as mindfulness-based stress reduction (MBSR), and (3) digital delivery platforms.

Eat Right Now is scientifically proven to reduce craving-related eating by 40%. ¹

Why

Obesity-driven health issues: According to the Centers for Disease Control and Prevention, more than one-third (36.5%) of U.S. adults are obese and obesity is one of the biggest drivers of preventable chronic diseases and healthcare costs in the United States. Obesity-related conditions include some of the leading causes of preventable death, such as heart disease, stroke, type 2 diabetes and certain types of cancer.

How

The simple reason that most diets fail is that an individual's weight is deeper than any diet and involves how our brains are wired for rewards: our habit loops. The *Eat Right Now* program focuses on teaching individuals to rewire their brain to identify stress and emotional eating patterns through paying attention to three key aspects of eating: the **why**, **what** and **how**.

Individuals learn to identify mental states that trigger eating in the absence of hunger (the **why**); the types of food they eat when these triggers are present (the **what**); and the way they eat (the **how**). Learning to identify these habit loops helps individuals stop feeding negative habits, while awareness (mindfulness) of what and how they eat helps them understand rewards in different food choices and amounts, and create positive habits based on these (e.g. it feels better to stop eating when full rather than overeating). Individuals learn to hack the very reward-based learning system that sets up unhealthy eating patterns, to change their relationship to eating (and dieting), forever.

The *Eat Right Now* program is comprised of 28 app-based daily video modules including app-triggered check-ins to encourage engagement; user-initiated, guided mindfulness exercises to help ride out food cravings; live weekly check-ins with experts; options for customized coaching; and a peer-supported online community. The program delivers

¹ Mason, A. E., Jhaveri, K., Cohn, M., Brewer, J. A., "Testing a Mobile Mindful Eating Intervention Targeting Craving-Related Eating: Feasibility and Proof of Concept" *Journal of Behavioral Medicine* (2017).

measurable progress via a "Want-O-Meter" and a "Stress Test" to help identify cravings and what is causing them, and then offer specific solutions to help users make healthier choices and form healthier habits.

A built-in self-assessment is taken after every seven modules to track progress and ensure key concepts are learned before moving on (with automated suggestions on which modules to repeat based on one's answers).



Creator

Dr. Judson Brewer MD, PhD, is a neuroscientist and psychiatrist who has devoted his career to studying the science of habit formation, from addiction to self-mastery. He has over 20 years of experience conducting evidence-based clinical and neuroscience research and has developed a number of trainings for behavior change based on these scientific insights.

Dr. Brewer is the Director of Research and Innovation at the Mindfulness Center at Brown University where he is also an Associate Professor in Behavioral and Social Sciences in the School of Public Health and Psychiatry department in the Medical School. He is also an MIT research affiliate in the Department of Brain and Cognitive Sciences.

Price

\$24.99 for one month, \$99.99 for six months and \$129.99 for one year. All plans include all modules, lessons, group coaching calls & online community support.

Availability

Eat Right Now is available on iPhones and Android platforms.

Website

<https://goeatrightnow.com>