

WHAT IS MINDFULNESS?

It refers to a non judgmental state of purposeful awareness that brings attention to the present moment and allows for the recognition and consideration of internal and external experiences without the pressure to alter the moment or take immediate action (Annameier et al., 2018).

MINDFUL EATING

It consists of making conscious food choices, developing an awareness of physical versus psychological hunger and satiety cues and eating healthfully in response to those cues. It involves paying attention and being fully aware of what we are thinking and feeling when we eat (Warren et al., 2017).

How?

- BY EATING SLOWER AND MORE DELIBERATELY, AVOIDING DISTRACTIONS WHILE EATING
- LISTENING TO THE BODY'S HUNGER AND FULLNESS CUES
- EATING FOODS THAT ARE BOTH PLEASING AND NOURISHING
- BEING AWARE OF AND ACKNOWLEDGING OUR RESPONSE TO FOODS

Mindful eating focuses on wellness and **HOW** we eat, not **WHAT** we eat

Benefits

- A RENEWED SENSE OF HUNGER AND FULLNESS
- WEIGHT LOSS MANAGEMENT AND MAINTENANCE
- IMPROVED SELF-ESTEEM
- A SENSE OF EMPOWERMENT

When?

DESIGNING PACKAGING FOR A MINDFUL EATER

1) Ask and reflect. Before eating, ask yourself: 'Am I hungry? Am I thirsty? What do I want to eat or drink? Reflect on how you feel: Rushed? Stressed? Sad? Bored?'

1) Packaging with empathetic questions and verbiage encouraging the consumer to take the time to enjoy the product.

2) Control portions. Purchase items in smaller, single-serving packages to control overeating. Don't eat right from a large box or bag. And use smaller plates.

2) Strategies for portion control directly on the package. Inclusion of disposable utensils.

3) Easy access. Keep healthy food choices, such as fruits and vegetables, readily available in cabinets, cupboards and the refrigerator to encourage mindful healthy-eating habits.

3) New packaging structure aimed at portability. Cross-selling of other products in the line.

4) Keep a food journal. Write down what you eat and what was happening at the time to identify food triggers – hunger, stress, excitement or boredom.

4) Suggestion to use free apps as a food journal.

5) Sit down and pay attention. Don't multitask. Remove technology from the dinner table. By eating at the dinner table and not in front of the TV or computer, you can better track how much food you have consumed (Nelson & Cromwell 2017)

5) Verbiage on the strengths of the product, especially about the smell, taste, texture. The consumer will focus on these qualities and will consequently evaluate the experience.

USEFUL IN CASE OF

- **Eating in Absence of Hunger (EAH):** the intake of palatable food in the absence of physiological hunger, in response to emotional and/or external cues such as the availability of highly palatable food (Kral and Faith, 2007)
- **Loss of Controlled eating (LOC-eating):** referring to perceived overeating accompanied by a subjective sense of not being able to control what or how much one is eating) (American Psychiatric Association, 2013).

Sources

- Mindfulness and laboratory eating behavior in adolescent girls at risk for type 2 diabetes. S. K. Annameier, N. R. Kelly, A. B. Courville, M. Tanofsky-Kraff, J. A. Yanovski, L. B. Shomaker. *Appetite*, 125, 48-56, 2018.
- A structured literature review on the role of mindfulness, mindful eating and intuitive eating in changing eating behaviors: Effectiveness and associated potential mechanisms. J. M. Warren, N. Smith, M. Ashwell. *Nutrition Research Reviews*, 30, 272-283, 2017.
- Mindful eating: Benefits, challenges, and strategies. C. Nelson, S. Cromwell. *Food and Nutrition*, Extension, Utah State University, August 2017.
- *Diagnostic and statistical manual of mental disorders*. Washington, DC: American Psychiatric Association, Inc. 2013.
- Child eating patterns and weight regulation: A developmental behaviour genetics framework. T. V. Kral, M. S. Faith. *Acta Paediatrica*, 96, 29-34, 2007.