

Balance365 Episode 197 Transcript

ANNIE BREES (INTRO)

Welcome to Balance365 Life Radio, a podcast that delivers honest conversations about food, fitness, weight, and wellness. I'm your host Annie Brees along with co-founder Jennifer Campbell. Together we have a team of personal trainers and nutritionists who coach 1000s of women daily and are on a mission to help women feel happy, healthy, and confident in their bodies on their own terms. Join us here every week as we discuss hot topics pertaining to our physical, mental, and emotional well-being with amazing guests. Enjoy.

ANNIE

Hello, everyone, and happy December! Can you believe we're in the last month of 2021? And of course, that also means that many people are starting to worry about the dreaded holiday weight gain, and I get it. Back in my dieting days, I used to get pretty anxious about all the eating and the drinking at holiday parties, social events, family get-togethers. And we all know what that would likely mean on January first, I'd be back on the diet rollercoaster doing more harm than good. Today, Jen and I are going to be sharing five holiday weight gain facts that I wish I had known back then. This one is short and sweet, but we hope it gives you something to think about. If you find your scale creeping upwards this holiday season, another helpful resource is our free ebook, "Why You Binge and What to Do About It." You can find the link to that in our show notes. Enjoy my friends.

ANNIE

Hi, Jen.

JEN CAMPBELL

Hello.

ANNIE

It's that time of year when everyone freaks out about weight gain.

JEN

Yes, I'm glad you started with that. It is this collective panic, and then we start feeding off each other. And it's just a downward spiral from there.

ANNIE

How do you know this?

JEN

Because I have been coaching women for six years. And I would say post holiday season, that kind of that January, February time can be challenging for people.

ANNIE

Has it ever been challenging for you?

JEN

Yeah, for sure. Not in many years. For reasons we will discuss in this podcast. I no longer have any struggles whatsoever at all, during the holidays. And I'm not saying I don't like overeat sometimes, you know, etc. I do. But all will be shared in this podcast of why I don't.

ANNIE

Yes. Same. I think I just avoided the scale altogether around this time of year. So I couldn't actually accurately say if I did or did not struggle with weight gain. But I know that my behaviors around this time of year often became quite chaotic. So we are gonna share with you five holiday weight gain facts.

JEN

Yes, that you need to know.

ANNIE

These are just important pieces of information that we want you to have.

JEN

Yes, for sure.

ANNIE

Let's get right into it. Number one.

JEN

Yes. So if this happens every year, we've got to stop acting surprised by it.

ANNIE

It's like people complaining about Mondays, which is just, fun fact, a pet peeve of mine, like -

JEN

Monday comes around every week. [Laughs]

ANNIE

Every week. Every week this is happening. [Laughs]

JEN

Yes. So if this is happening every year, this is not a surprise. This is a cycle and you go into it over and over. And chances are it's not just at Christmas, chances are you have this cycle going on, you know, all year round. And I recently had this conversation with a few women in our members' group. And she was talking this past fall about the struggle of her habits all falling by

the wayside over summer. This particular member gained some weight over the summer and felt like she was starting over again in the fall. So first of all, what I'll say is, I do believe that member was catastrophizing, a situation [laughs] that really didn't need to be catastrophized. But that was, you know, that was a conversation we had, but the other, the second conversation we had was, so this happens for her because her husband's a teacher. And so she talks about how it's so hard. Routine is so hard. And of course yes, I just want to say, the struggle is real. I get it, teachers have you know, these, their schedules change dramatically. But my question to her was, "Your husband's a teacher, so, doesn't this happen every year?" And she was like, "Yes." [Laughs] So, this is not a surprise. This is a cycle you go into every year, and people go into this, Thanksgiving, you know, Halloween, Thanksgiving, Christmas, Christmas parties, oh my gosh cycle every single year. It is...Feels like chaos, you're panicking by, you know, beginning, mid, end of December, you're jumping on a diet in January because you gotta do something about it as well as that's probably the environment all around you. Everybody's talking about their holiday weight gain. They're feeling so bad about themselves, they need to do something about this and you know, etc, continue.

ANNIE

Yes. [Laughs]

JEN

Yes. Did I paint a vivid picture for you all?

ANNIE

Yes, I see it very clearly, although it's truly not my like current reality, because I feel like in Balance365 with our community, our team, internally in Balance365, my social circles, like this is just a thing that we don't experience because of the things that we've, you know, talked about on this podcast, right?

ANNIE

So it's not a culture that you are part of anymore.

ANNIE

But it certainly still exists.

JEN

Yes, oh, it totally still exists. So that's kind of the number one factor that I want you all to think about. If you treat it like a surprise every year, but it's actually a cycle. Like, you, this, this comes around every year. And that leads me into point number two is that I would love for everyone to consider that it's probably temporary. And you don't need to do anything extreme to you know, quote, unquote, undo the damage, maybe you just need to go back to your usual habits.

ANNIE

That's a mind-blowing idea there, Jen.

BOTH
[Laugh]

ANNIE

But what we see, what we see people do is they, you know, we've shared the Mario Kart analogy, instead of a small adjustment to get back to the center of the road, they're cranking the wheel so hard left, so hard right. And that would be the extreme diets or extreme restriction to make up for the damage.

JEN

Yeah, and I mean, really to point one and two here, it's, I guess I'm asking everybody to zoom out and to stop trying to micromanage, you know, every season of their life, every month, every week, every day, and zoom out and just take a pause and have a look at what's happening with your whole life like 365 days a year. People have chaotic eating habits, and exercise habits. They're just, it's just chaotic. Is yours? Do you have chaotic eating, exercise, or just you know, wellness habits, sleep habits, numbing habits? Emotional eating habits, right?

ANNIE

Yeah. And you can do that without judgment. You can zoom out, like Jen said, without like, you don't have to moralize it and beat yourself up if you aren't doing the thing that you want to do. Just what information can you gather?

JEN

For sure. And this is helpful in so many areas, like side note, me and my husband, our marriage counselor has us do this, to stop micromanaging every argument we have and zoom out, look at the cycles we get in, and how do you stop those cycles before they start? And I'm telling you, life-changing for my marriage. But this can also be life-changing for your nutrition habits and the decisions you make around your nutrition habits. Life-changing for parenting, life, you know, all these different things, like let's start looking at ourselves as humans and the cycles we're in.

ANNIE

Yes.

JEN

Yeah, so I would, if you are putting on weight during the holidays I'm curious if you didn't jump back on board a diet train in January and just went back to what your usual habits are, more often than not your weight will return to what it was with those habits.

ANNIE

Yeah. Beautiful.

JEN

Yes. So the third holiday weight gain fact that you need to know is that the diet industry banks on you gaining weight October to December and getting hysterical about it. So we know that the

diet industry spends the majority of their marketing budget prior to January, and January is the biggest payday.

ANNIE

Isn't it like 75% of their marketing?

JEN

Well, I can't, don't quote us but, it's huge.

ANNIE

Yeah.

JEN

And so you probably you know, we all like to think we're just totally in control of our thoughts and there is no outside influence, and you know, that would be lovely. But the truth is we are heavily influenced by our environment. So not only people around you getting hysterical about weight gain and diets, etc, can influence you, but the marketing messages that you are exposed to on a daily basis have a huge impact on the way you think. And so you are, most of us are getting blasted by weight loss messaging and weight loss ads, even like, you know, shame-y ads, all of December and into early January, right?

ANNIE

And it's not even just like billboards or radio or television advertisements or magazines. It's also like you walk into the superstore or bookstore. And all of a sudden the like, bookshelf is like all diet, weight loss -

JEN

It's front and center.

ANNIE

- or diet products at the superstore or like health foods, sort of stuff.

JEN

Yeah. So there's something going on here in the background that you may not even be aware of, and that is these enormous companies and this huge industry, right? Like, it's like a 70 plus billion dollar industry is going all in, all their chips are on this moment of the year. And so just have, I would have a really good think about that, and start becoming aware and looking around and see how it's influencing you. And not only that, but I just, I also want to mention here, which we've talked about in a lot of podcasts, but often when we are surrounded, surrounded by that messaging, it also increases our desire to eat, being surrounded by weight loss talk, body shaming talk, talk about restriction and cutting out sugar. We become, you know, collectively consumed with these conversations, we have marketing messages coming at us. The result of that more often than not is you're just trying to live your life, but you have these increased urges to eat and binge.

ANNIE

The psychological effects of, or influence -

JEN

Psychological warfare, let me tell you, yeah.

ANNIE

Yeah, for sure. Okay, what's number four, Jen?

JEN

So the fourth holiday weight gain fact that you need to know is that if you are gaining a lot of weight over the holiday period, it is a sign that you don't know how to manage your nutrition habits in the real world. And that's also because most of us are never taught how to manage our nutrition habits, or we're never taught eating skills and how they transfer into different situations. We are taught how to diet, you know, from very young ages, it's all we know. And restrictive diets do not teach real-world eating skills.

ANNIE

No, they hand you a set of rules, and they teach you how to control your environment, your circumstance. So you only have one option. You don't have to do any like decision making or discernment.

JEN

"Do this for 21 days." But then what? Right? We don't know how to go to a barbecue. We don't know how to get through the holidays, Halloween, Thanksgiving, Christmas, we don't. It's like, it's just that you're in that new environment and you panic, you don't know what to do, your thoughts get chaotic. You get into all or nothing and then you just maybe you just eat, eat, eat, eat, eat.

ANNIE

Yeah, I've said this before. And honestly the first time I said it, I was like, "Gosh, that sounds so ridiculous when I say it out loud." But as a former dieter, I can honestly say that if I wasn't following a set of rules, if I wasn't dieting, I didn't know how to eat, I did not know how to feed myself. Right? Like how do I make choices? Is this good? Or should I? Shouldn't I? Can I? Can I not?

JEN

Yeah. So if, and for me as a former like low carb keto dieter, if the only thing you know to manage your weight or nutrition is to cut carbs, what do you do at a Christmas dinner? You're like -

ANNIE

Cry.

JEN

Let's get serious. Yeah. [Laughs]

ANNIE

Cry inside. [Laughs]

JEN

So, and that leads to my fifth point. The fifth holiday weight gain fact that you need to know is that if you are resonating with any of this, if this is opening your eyes in any way, then maybe it's time to try something different. What would that different thing be then? Maybe it's time to get compassionate, individualized nutrition coaching to learn what's really going to work for you in the real world with Balance365.

ANNIE

Yeah, like honestly, yes, we're biased but -

JEN

No, we're not. We're the best.

ANNIE

[Laughs]

JEN

Unbiased opinion. [Laughs]

ANNIE

Truly both of us founded this company because we ultimately wanted to help women avoid the struggle, the suffering, the shame, that we went through, right? And we want to teach women to fish versus handing them fish. So they can like, learn this stuff, get in, get out and go on with their life.

JEN

Like, for sure, weight and food does not have to be this thing in front of you that you think about all the time. You can put this, you can learn this and then put it behind you. So actually, it was so funny. I was thinking the other day about one of my turning points where I was like, "I can't do this anymore." I followed this like fitness influencer for a long time. And, you know, like, transition from being a woman without kids to a woman with kids while following this woman. And her stuff just didn't work for me anymore. And it was, she sent out an email saying, "We all need to have a little compassion with ourselves," because she had taken four months off of like, she did these pretty extreme workouts. Four months off of those workouts and paying attention to her nutrition to travel, she was backpacking or something. And she posted like a before and after of her abs from that four-month trip. And it was, I know it was supposed to be inspiring.

And it may even, you know, it was kind of one of those reverse before and afters where you have like a ripped six-pack to like a -

ANNIE

Moderate.

JEN

Soft looking six-pack.

ANNIE

A moderate six-pack. [Laughs]

JEN

Yes. [Laughs] And I get it, you know, maybe I would have been inspired by it when I was in my, like, early 20s, late teens, I don't know. I've never had a six-pack. But you know, I might have been. But in that moment, I was like, well, I couldn't even hold back the sarcasm in my head. I was, it was just like, I cannot with this anymore. Like, wow, you took four months off to try to backpack around the world. And now you have a less of a six-pack, like, hold my beer lady, if you want to talk about, like, it was just, I just couldn't. I thought, "I can't do this anymore. I can't keep taking advice from people who..."

ANNIE

Aren't relatable to you.

JEN

Don't - yes, that don't live in the world I live in and the truth is, like, there are so many of us out here that are just trying to survive. And we've got kids and extracurricular activities and careers and like, it's just, and we take advice from people in the fitness industry whole life it is to exercise and manage their nutrition.

ANNIE

And who enjoy that, like -

JEN

Who enjoy it.

ANNIE

Right? Like, I often do feel a worry that I have when I share about my workouts is that people then feel that that's what they need to do to, and I'm over here like, "No, this is actually what I enjoy. This doesn't feel like work. This doesn't feel like a thing on my to-do list." Now if we were to talk about cooking, like, that's completely different. But there's like some context that isn't always shared. Right?

JEN

For sure. Yeah, for sure. So we're trying, and that's just what we've been exposed to for so long. And yeah, so part of the you know, the drive and the purpose of you and I founding this company is like, "Hey, let's get serious. Let's teach people some things that they can actually use in the real world in their lives." Right?

ANNIE

That aren't shame-filled. That don't consume you.

JEN

That aren't shame-filled. Yes, yes. Yeah. And honestly, one of my last time, what would the saying be? Kick the can? Kick at the bucket? [Laughs]

ANNIE

Kicking the can?

JEN

Something like that. Was macro counting, you know, like a very rigid track every macro and I have three kids under four. I had two toddlers crying at my feet while I'm trying to weigh out some spaghetti sauce to figure out what the macros were in it. And I was just like, "Oh my gosh, I can't anymore. This is, it's too much. It's too much." But now we know there is a much simpler and easier way to get the job done.

ANNIE

Yeah. And which is honestly, as silly as it sounds, something that you and I didn't have an opportunity to benefit from early on. We didn't even, it wasn't even presented to us as an option. Like, "Hey, this more sustainable, reasonable approach that's complimentary to your life instead of consuming of your life is available to you."

JEN

For sure.

ANNIE

So we've created it. [Laughs]

JEN

Yeah. So hey, let's chat. Get on our waitlist. We do open up again in January to welcome some new members and we would love to have you there. Love to coach you.

ANNIE

Yeah. Okay, quick recap?

JEN

Sure.

ANNIE

Go for it.

JEN

Five holiday weight gain facts you need to know, number one, if this happens every year we've got to stop acting surprised by it. It's not a surprise. It's a cycle. Number two, consider that it might be temporary and you don't need to do anything extreme. Just go back to your usual habits. Number three, the diet industry is banking on you gaining weight October through December and then panicking about it. Number four, it's a sign that you don't know how to manage your nutrition habits in the real world. Because restrictive diets don't teach real world eating habits. Number five, maybe it's time to try something different.

ANNIE

That's Balance365. The something different is Balance365. We would love to have you. We have so much fun. Coaching calls are the best part of my day.

JEN

They are.

ANNIE

Aside from podcasting with you of course.

JEN

Yeah.

ANNIE

Yeah. All right. Thank you, Jen. Thanks, everyone for listening, have a good day.

ANNIE (OUTRO)

Hey, everyone, if your mind has been blown while listening to this podcast, just wait until you work with us. Let us help you level up your health and wellness habits and your life inside Balance365 coaching. Head on over to balance365.co to join coaching.