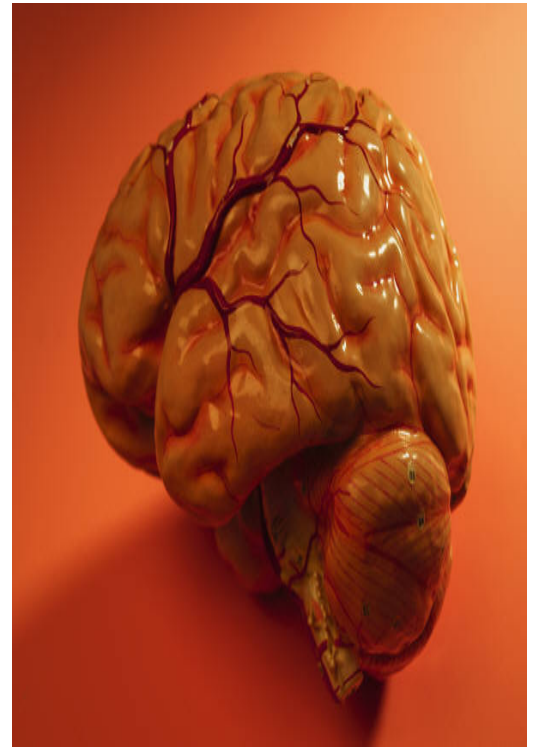


# serotonin

Even though it is referred to as the “happy hormone”, serotonin is in fact a neurotransmitter that is one of the key mood regulators within the human body. Neurotransmitters are natural brain chemicals that help to transmit messages among cells. When a message is conducted via a neurotransmitter it will release a signal to the next cell. In effect, a neurotransmitter is a chemical that allows for nerve cells to communicate with one another.

When your body is stimulated to release serotonin you will experience a remarkable sense of well being and contentment, as well as satiety and satisfaction. Numerous studies have established that the release of serotonin influences many aspects of your life including sleeping patterns, moods, behaviour patterns and hunger.



A lack of serotonin can lead to food cravings. There are numerous ways serotonin production can be stimulated via artificial means, for example, nicotine and antidepressants. The most powerful and natural way to stimulate serotonin production is through food. The SureSlim eating plan is designed to ensure that serotonin is stimulated and released efficiently after each meal, keeping the level of serotonin even and stable between meals. It is the release of the correct amount of serotonin that will prevent cravings and keep you feeling full and content between meals.

One of the building blocks of serotonin is the amino acid, tryptophan. This is one of the 9 essential amino acids that the body cannot produce itself. Because few foods contain high amounts of tryptophan, it is one of the first nutrients that you can lose when you start dieting, if unaware of its importance. Because the body can't make its own tryptophan, it must be taken in as part of your diet. Foods on the Quick Loss Program that are high in tryptophan include: **pumpkin seeds, sesame seeds, sunflower seeds, pork, beef, prawns, chicken and turkey.**

Studies conducted by Kathleen Des Maison, PhD and Joel Robertson, M.D state that to balance your cravings you need to balance your brain chemicals. Eating at regular times and removing highly processed foods will allow for this to occur.

Reference:

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