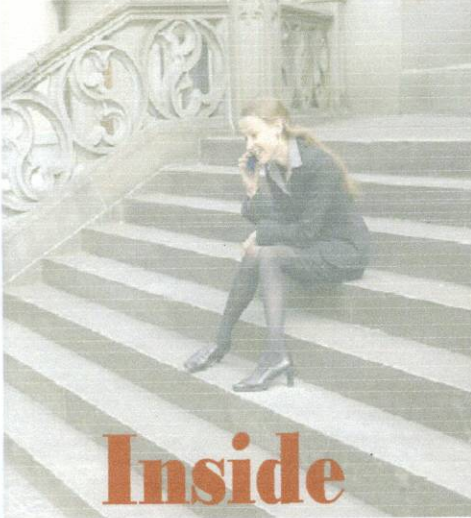


# Woman **2** Woman *Business*



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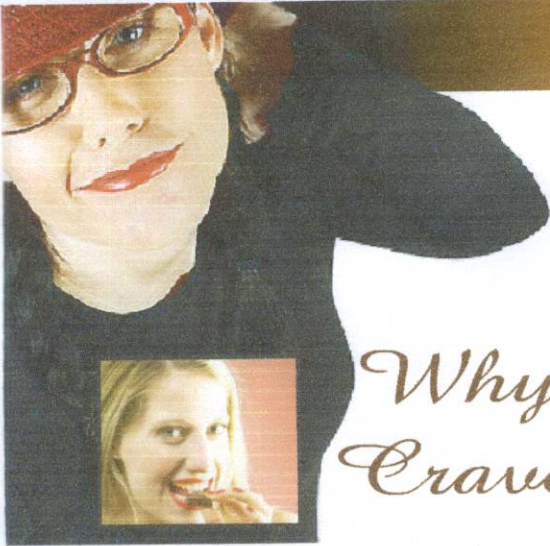
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# the business of CHOCOLATE

## Why We Crave It?

By: Dr. Susan Mitchell

Ladies, do you know those days that your moods are up and down and all over the board and you just need some chocolate and need it now? Do you wonder WHY your craving is so intense? And guys—do you wonder what is going on with the lady in your life when she's crabby and irritable and just plain out of sorts?



One of the reasons that women crave chocolate is tied to hormones. When estrogen levels drop (such as during PMS or perimenopause/menopause), so does the brain serotonin level that helps us feel calm. When my coauthor and I wrote *I'd Kill for a Cookie*, we

asked men and women what types of foods they crave when a craving hits. Women responded that they reach for sugar-fat combinations such as chocolate, cookies, pie or other sweets while men crave protein-fat foods such as pizza, burgers or hot dogs.

What is it about chocolate that is so tempting that some women report preferring chocolate to sex? In addition to its



mouth feel and decadent taste, chocolate also contains phenylethylamine, a chemical that some people describe as giving them the feeling of being in love...often referred to as optimal brain happiness. Another chemical, theobromine, provides a caffeine like effect to the body.

Additionally, we now know that dark chocolate is also a source of the antioxidants called polyphenols. The term antioxidant is one you see frequently in the world of nutrition but what does it mean to you and me? Think about taking your brand new car to the beach. If you left it there for a month or so unprotected, it might start to oxidize or rust. However, a good wax job helps to prevent that oxidation or rust and takes care of the car. Think of free radicals or unhealthy cells in the body as rust and the polyphenols as the wax which help destroy the free radicals and maintain a healthy body.

It's no wonder chocolate is the NUMBER ONE most craved food! It only takes about one ounce to get that optimal brain happiness and this mood elevation typically lasts for about 30 minutes or so. I have a friend who asked, "Does that mean I can eat it all day long?" I wish!

Dr. Mitchell is co-author of *Fat is Not Your Fate, Eat to Stay Young* and *I'd Kill for a Cookie*.

Listen to her Internet Show on AM580 WDBO: <http://580wdbo.com/healthcenter/>

Visit her websites:

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<http://www.fatisnotyourfate.com>

*A La Carte*



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