The MealEnders® Approach to Weight Management

RESEARCH-BACKED TIPS FOR LASTING SUCCESS

By Tami J. Lyon, MPH, RD & Mark Bernstein, Founder & CEO, MealEnders
MealEnders are a practical, easy-to-use tool to help you avoid overeating, curb snacking, and learn more mindful, healthier eating habits.

MealEnders address overeating by keeping your mouth and mind occupied during key periods of temptation, helping you bridge “Overeating Zones” (e.g. the 20 minutes it takes for your brain to get the fullness signal after you’ve eaten enough, and those moments when it’s hard to overcome snack cravings that are not truly hunger-related).

The 2 layers of a MealEnders Lozenge work together to reward and reset your taste buds, while helping you to naturally transition your focus away from eating. Over time, MealEnders help heighten mindfulness of eating behavior and can provide habitual cueing of meal completion and snack avoidance.
You can use MealEnders successfully by just following the Quick Start instructions below. To get the most out of your MealEnders experience, we encourage you to read beyond as we delve further into the science of overeating and the behavioral and sensory theories upon which MealEnders are based. We think you'll find it interesting and empowering!

**Why Use MealEnders**

- Help disrupt patterns of overeating or over-snacking to reduce caloric intake
- Help overcome cravings for junk food to eat more healthfully
- Manage your weight without drugs or stimulants
- Encourage development of natural portion control and sustainable healthy eating habits

**When To Use MealEnders**

- MealEnders are adaptable for use any time of day and for most any eating challenges. For example, MealEnders can be used for:
  - **MEALTIME**: Avoid oversized portions, unneeded seconds, or dessert
  - **SNACKING**: Eliminate or reduce excess or mindless snacking and resist junk food cravings
  - **FOOD CHOICES**: Make better decisions at the supermarket or in a restaurant, knowing that MealEnders are there to help control your urges.

- MealEnders can be used in conjunction with a wide range of dietary and weight loss programs, including those that use pre-portioned meals, points-based programs, calorie counting apps, or dietitian/doctor supervised diets.
Where to Keep MealEnders

- Keep MealEnders in all the places where the urge to consume excess calories might hit you, such as on the dining table, at your desk, next to the TV, in your workout bag, car, and even next to the snacks in your cabinets/refrigerator!
- To be ready for unexpected temptations, always keep a few in your purse, briefcase or pocket (a jacket pocket would be best to avoid melting)

How to Use MealEnders

- **STEP 1:** Identify your moments of temptation. Noticing a pause during your meal, reaching for seconds, or feeling an urge to snack after eating a meal may be indicators that you’re about to overindulge. Reach for a MealEnder instead of another serving, dessert or snack.
- **STEP 2:** Savor—don’t bite or chew—your MealEnder. Allow it to slowly dissolve completely in your mouth.
- **STEP 3:** Feel the MealEnder’s active taste sensations go to work, instantly, clearing cravings from your mouth and mind. Expect the MealEnder and its palate cleansing effects to last 10-20 minutes to bridge Overeating Zones.
- It’s okay to take a second or third MealEnder if needed during a particularly challenging period of temptation.

It may take some practice to work MealEnders into your routine and start to use them to their full potential. But, if you stick with it for a few weeks, you may find that using them becomes second nature. Before you know it, you could be cutting out hundreds of calories a day and finding it easier than ever to achieve your weight management and healthy eating goals!
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The idea for MealEnders came about when their creator, Mark Bernstein, tried to curb his own overeating habits after realizing that they were starting to impact his health. He was struggling with portion control and late-night snacking. To his surprise, he couldn't find anything on the market that would safely and effectively help him stop eating just a little sooner, before he crossed over into overeating mode. So, he sought to create just such a tool.

To develop MealEnders, Mark enlisted renowned Silicon Valley food development firm, Mattson. The team, led by Barb Stuckey, sensory science expert and author of “Taste What You’re Missing,” spoke with doctors, dietitians, food scientists, the director of Overeaters Anonymous, and other experts to delve into the science of overeating and come up with a solution that would work with the body rather than trying to alter it with drugs or stimulants. Ultimately, they created a product based on the best thinking and research on many of the factors that play into overeating including physiological, sensory, sociological, psychological, and behavioral. We’re proud to be able to share with you all the learning we amassed in developing MealEnders so that you can better understand your own behavior around eating; why it’s such a challenge for so many people to manage their weight; and why and how MealEnders can help.
WHY IT’S SO DIFFICULT
To Maintain a Healthy Weight

There is no one reason that explains for everyone the challenge of staying at a desired weight. For some, it may be physiological (heredity, metabolism, etc.) and for others emotional (boredom, nerves, etc.), or simply habitual behavior. For most, it is likely a combination of reasons.

Regardless of underlying cause, the primary driver of weight gain typically relates to the consumption of excess calories—either at meal time with oversized portions and rich desserts, or at snack time when we mindlessly munch or sip on whatever is nearby, or make snack choices, often when we’re not even truly hungry.

Why do we consume more calories than we need? For starters, we’re faced with an abundance of food—packaged foods loaded with fat and sugar (and calories), as well as large, calorie-dense portions at restaurants (not just the fast food variety). There are also suggestive messages to eat all around us… advertising everywhere you turn, unlimited snacks at office lunchrooms, and candy and other grab-and-go snacks at all kinds of retail establishments (like craft stores, coffee shops, and discount clothing chains). Further, portion sizes (along with the plate size), even at home, have grown. So a diet of grazing throughout the day rather than having three square meals, can make it a lot harder to gauge how much you’re actually consuming.

Finally, multi-tasking is the norm with today’s busy schedules and multiple screens. Research has shown that caloric consumption increases when people eat while doing something else, like watching TV or reading emails.

So, it’s no wonder that we overeat! (And we haven’t even mentioned the biology that’s working against us – the topic of our next section).
Your body has a natural signaling loop that transitions you from hunger to satiety. When you’re hungry, ghrelin (the “hunger hormone”) travels to the brain and stimulates your appetite. As you eat, the presence of food in the stomach signals ghrelin levels to decline. But, although your stomach is filling up, you don’t yet feel full. In fact, you won’t feel full until another hormone whose job it is to signal satiety—peptide yy—reaches your brain.

It takes about 20 minutes for the food you’ve just eaten to reach your colon, where it activates the release of peptide yy hormone and signals your brain that satiety has been achieved and it’s time to stop eating.

So there’s the loophole – it’s during that 20 minute gap that people often overeat because they continue to feel hungry, or at least not quite full, despite having already eaten enough.

Training our bodies to recognize this 20-minute trap in a world of food abundance and super-sized portions is difficult. We live busy, distracted, stressful lives and it’s easy to miss our bodies’ subtle cues to stop eating, especially when the mind is 20 minutes behind!
Cravings are Powerful Beasts

Snacking is another situation in which we face Overeating Zones.

The desire to snack often starts out as a craving — a strong urge for a certain type of food, or just to eat something... anything!

Cravings can be triggered by many things unrelated to actual hunger: the sight or aroma of food; emotions like boredom or stress; or just the habit of eating at a certain time of day or while doing a particular activity (e.g., popcorn at the movies).

When we give in to those cravings, it can be hard to know when to stop because we often end up eating “empty” calories or multi-tasking while we snack, so we’re not fully aware of our intake. Those extra snacks or larger portions that we consume during these Overeating Zones may seem insignificant, but they add up fast and can lead to undesired weight gain.5

“Cravings can be triggered by many things unrelated to actual hunger.”
Addressing the Science of Overeating

For most people, two critical elements are involved in changing eating behavior – psychological and physiological modifications. The psychological component involves learning more mindful eating habits. The physiological component can involve a variety of factors, but one important element is the need for sensory stimulation to offset cravings and distract mind and mouth from the impulse to eat.

MealEnders are food-based lozenges that address the science of overeating two ways:

1. By keeping your mouth and mind occupied during Overeating Zones; and,

2. By providing physical sensations and psychological cues that help to override detrimental eating habits.

Whether your tendency is to reach for a sweet afternoon treat, pile on extra helpings at dinner, or snack late at night, MealEnders harness the power of behavioral psychology and sensory science to help you resist temptation.
The Foundation for MealEnders’ Effectiveness

Three qualities are key to why MealEnders work so well for so many people:

1. **Duo-Sensory Taste System™**
   The unique 2-layer design of MealEnders works to reward and reset your taste buds, while helping to naturally transition your focus away from eating.
   - The sweet outer reward layer treats you to a measured dose of dessert to cue the end of a meal or satisfy a craving.
   - The inner cooling and tingling core clears your palate and provides a sensory “wake up call” to stop eating.

2. **Engages Brain + Body**
   While other diet aids focus solely on the stomach’s sense of fullness, MealEnders recognize the powerful roles of mouth and mind in appetite and satiety. MealEnders Lozenges incorporate a proprietary blend of flavors that the body experiences as sensations, via the trigeminal nerve leading to the brain, to keep your mind and mouth occupied for up to 20 minutes. This gives your cravings a chance to pass, and allows the natural satiety process time to kick in.

3. **Fits into Everyday Life**
   MealEnders fit easily into your existing routine without drugs, stimulants or supplements that can result in disruptive side effects. They’re portable, adaptable to different needs, and they taste great, so you want to use them!
WHY USE MEALENDERS
Take Control. Get Results.

Immediate and Long-Term Impact

MealEnders can provide short- and long-term benefits. From the day you start using MealEnders, you will have the opportunity to modify undesirable eating behaviors and cut out unwanted calories. Many people find that they actually enjoy eating more because they’re relieved of the fear of overeating, and the feelings of guilt and failure that can results from that.

MealEnders can help you:

• Break patterns of overeating or over-snacking
• Overcome cravings for junk food
• Manage your weight without unhealthy drugs and supplements like:
  • Appetite suppressants
  • Energy drinks
  • Cigarettes
  • Caffeine
  • Untested herbal supplements
• Learn to recognize and be satisfied with right-sized portions
• Heighten mindfulness of eating behavior
• Develop sustainable healthy eating habits through habitual cueing of meal completion and snack avoidance
There for You Whenever You Need Them

MealEnders are adaptable for use any time of day and for most any eating challenge. In fact, any time you have a meal or crave a snack is another chance for positive change. The more regularly you use MealEnders, the faster you may start to associate their signature taste with the closure of eating, and the more effective they’ll become as a signal to stop.

Some behaviors MealEnders can be used to avoid include:

• **Mindlessly overeating at meal time:**
  Many of us have been conditioned to clean our plates. With today’s large portions, that habit can translate into hundreds of extra calories a day. It’s all too easy to go on autopilot and eat whatever is in front of us, and perhaps even get up for seconds or thirds before realizing that we’ve eaten enough. MealEnders can help break that behavioral pattern.

• **Dessert after a meal:**
  With dessert a cultural norm, many of us have grown to “need” something sweet to complete our meal. MealEnders can provide that little dose of “dessert” needed for you to feel closure at a tiny fraction of the calories of typical desserts.

• **Snacking when you’re not really hungry:**
  Snacking multiple times a day has become commonplace in our on-the-go society. All too often, we snack just because we can, not because we are hungry. Food is around us, tempting us to eat just for the pleasure of it. And once we start, it’s easy to go on auto-pilot and have even a healthy snack turn excessive. MealEnders can occupy your mouth long enough for you to move on from the impulse to snack, or the urge to keep snacking needlessly.
• **Late night snacking:**
Many people are able to show great restraint all day long, but when evening comes, all bets are off. For some, it’s just a way to unwind; others have a perceived need to feel full before going to bed. Whatever the reason, MealEnders can serve as that last bit of satisfaction to cap off the day and allow for the transition to bedtime without the excess calories.

• **Giving in to junk food cravings or emotional eating:**
The concept of “comfort food” has been proven by research. When we are sad, lonely, bored, or stressed, we often crave foods that we associated with family celebration or comfort as a child. It’s been shown that the sugary, fatty foods we often crave actually trigger the production of pleasure-inducing opioids in the brain. With these emotional triggers heightening the temptation of food all around us, cravings can easily sabotage our healthy efforts. MealEnders can act as a distraction from those triggers and a satisfying substitute to end your cravings.

• **Food temptations at the office lunchroom, social events, etc.:**
Our willpower really gets tested when ready-to-eat food is laid out before us, like on a conference table or buffet table, practically begging to be eaten. MealEnders can give you the little something you need to shore up your defenses to such temptations.

“...anytime you have a meal or crave a snack is another chance for positive change.”
• **Making poor choices at a restaurant or supermarket:**
  Research has shown that daily caloric intake is typically 200 calories higher when individuals dine at restaurants rather than at home. Having MealEnders on hand can help you leave some food for the doggy bag, or skip the rich dessert.\(^{11,12}\)

  In addition, grocery shopping is a pivotal moment for many. Studies have shown that people buy more, and make less healthy choices when they go to go to the supermarket hungry.\(^{13}\) MealEnders can provide some sensory and mental satisfaction to help you get through the store without making unwise impulse purchases.

• **Eating mindlessly while watching TV or on the computer**
  Mindless eating can be almost impossible to stop once it starts. How many times have you rolled up the bag of chips only to find yourself opening it again moments later without even realizing it? Keeping a MealEnder next to the computer, TV, or any other place where you tend to multi-task can help you to amplify your awareness of that eating behavior and give you the strength to stop and put away the food.

• **Rewarding yourself with sweets or other indulgent foods**
  From childhood, sweets and treats are used as a reward.\(^{14,15}\) So even as adults, many of us treat ourselves to foods we enjoy to celebrate our accomplishments. A MealEnder can provide that sweet treat and then transition you away from eating.
MealEnders can also be used in concert with other dietary or weight loss programs. They are an excellent companion to:

- **Meal Programs:**
  Pre-portioned meal plans, like NutriSystem or Jenny Craig, and home-delivered meals (or meal kits) like Munchery or Blue Apron, can be a great way to jump start your portion control effort. But adapting to the smaller portion sizes can be tough. Finishing with a Mealender can help you feel more satisfied with the allotted portion and quell the urge to augment the meal.

- **Points and calorie counting programs:**
  In conjunction with programs like Weight Watchers and calorie counting apps like MyFitnessPal, Lose It!, and SparkPeople, MealEnders can help you stick to your assigned points or calories while keeping you from feeling deprived, making it easier for you to meet your goals.

- **Dietitian or doctor supervised diets:**
  MealEnders support mindfulness techniques used by dietitians with their clients. They are an excellent tool to aid with greater awareness while eating and behavioral change.

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“MealEnders can help you keep to your assigned points or calories while keeping you from feeling deprived...”
There for You Wherever You Need Them

One key to using MealEnders successfully is remembering to take them regularly. Much as eating is triggered by the proximity of food, taking MealEnders at the right times can be triggered by seeing them and having them at arm’s reach. So, it’s advisable to keep MealEnders anyplace where the urge to consume excess calories might hit you:

- Next to the TV or computer
- At your desk
- In your cabinets/refrigerator next to the snacks
- On the kitchen/dining table
  - Place a MealEnder next to your plate so you have it ready when it’s needed.
  - Keep a jar of MealEnders on your kitchen table or counter so that you see it as soon as you walk into the room.
- In your workout bag
- On your nightstand
- In the car*

In addition, it’s a good idea to always keep a few MealEnders in your purse, briefcase or jacket pocket* to be ready for unexpected temptations.

*Note: the outer coating of MealEnders can melt if exposed to environmental heat (e.g., a hot car) or body heat (e.g., pants pocket); in that event, just place in refrigerator or freezer to re-harden.
The basic instructions for using MealEnders are simple and straightforward:

1. Identify the moment when you might be crossing over into excess eating and, instead of another serving or snack, take a MealEnder.

2. Savor the MealEnder without biting or chewing; allow it to slowly dissolve in your mouth to extend its effects.

The trick to getting the most out of MealEnders is recognizing opportunities to use them.

At Meal Time

Here are a few methods you can try for prompting yourself to take a MealEnder at meal time:

• **Mind the pause:**
  Be mindful of how your appetite and pace of eating changes over the course of your meal; if you sense a pause where you instinctively put your fork down, or a decrease in enjoyment from your food, take a MealEnder and start putting your food away (yes, even if there is still food left on your plate—ideally there will be!). The MealEnder will be a welcome change of flavor for you as your natural satiety signaling process slowly kicks in.

• **Know your limits:**
  Sometimes we just know we’ve had enough to eat—but the food still tastes good so we keep going. Listen to that little voice in your head just long enough to pop a MealEnder into your mouth. It will help you pause, “switch gears” and bridge the 20-minute Overeating Zone.
• **Experiment with portion size:**
  With each meal, gradually reduce your portion size and take a MealEnder as soon as you clean your plate. When your left feeling just satisfied after finishing a MealEnder or two, you will have found your ideal portion size.

  Alternatively, you can follow a naturally-slimming portioning practice used by residents of Okinawa Japan, called Hara hachi bu. Rather than eat until they are completely full, as most Americans do, they stop when they feel 80% full. MealEnders can help you form this healthy habit by helping you put the brakes on eating earlier in the meal than you’re used to. If you stop at 80% then it is likely that after 20 minutes you will feel like 100% (and not 120%)! After finishing a MealEnder, you won’t miss that last 20% and you’ll feel better for it.

• **Don’t clean your plate:**
  Similar to the above strategy, you could just practice leaving food on your plate. Over time we develop a visual image of the amount food we think we need to be satisfied. But this image is most often more food than we actually need, especially for weight loss. Eat three quarters of your meal and then have a MealEnder.

• **Take routinely after pre-portioned meals:**
  If you’re following a meal plan that already provides you with specific portion sizes, use a MealEnder to help you adapt and avoid going back into your cupboard looking for more after eating the healthy portion.

• **Skip the dessert:**
  Desserts tend to be some of the highest calorie foods around. One cup of Ben and Jerry’s Peanut Butter Cup ice cream, a portion about the size of a small fist, is a whopping 720 calories! If you crave dessert grab a MealEnders Signaling Lozenge instead as a sweet ending to your meal that keeps you on track with your weight management goals.
Between Meals
Mindless or excessive snacking can undermine the healthiest of meals and weight reduction efforts. Try these strategies to help you meet your goals!

- **Place a MealEnder in your path:**
  Think about where and when you tend to give in to temptation and make sure you have a MealEnder between you and the food in those situations (see “Where to Keep MealEnders” on page 2).

- **Plan your Snacks:**
  By bridging the long stretch between meals, snacks can be a strategic tool for weight loss. However, they can easily move from filling a nutritional need to becoming a dietary challenge. If you plan your snacks in advance and use a MealEnder to bring closure to your snack, or avoid an extra unscheduled snacking session (perhaps along with a short walk or a glass of water), you can keep snacking in check.

- **Spot a Craving:**
  Have you been standing in front of the refrigerator or foraging through the kitchen cabinets for more than 20 seconds? Perhaps you are experiencing a craving and are not truly hungry at all. MealEnders can help you manage your cravings and break these unhealthy patterns.

- **A Healthy Pairing:**
  One great dietitian’s tip is to have healthy foods visibly situated in your refrigerator, or on the counter, ready to eat. For example, you could keep a bowl of cut veggies and a tub of hummus front and center in the fridge, or a bowl of bananas and already-washed apples on the countertop. Now, stick a couple of MealEnders in that bowl and you’re ready to bring closure to that healthy snack to avoid coming back for something more.
At Restaurants
Dining out can be especially dangerous to your weight loss goals. A recent study revealed that the average restaurant meal contains 1327 calories. An average order of ribs, for example, contains more than most people’s caloric needs for a whole day! Here are a few tips for putting MealEnders to work for you when you eat out:

- **Double your pleasure:**
  Eat half your meal at the restaurant and take the other half home. Have a MealEnder as your homebound food is packaged. You’ll have visual and physical evidence of the positive decisions you’re making, and you’ll get to enjoy the meal again the next day. Restaurant meals can be ridiculously large and expensive. It’s tempting to want to “get your money’s worth” when dining out. However, eating until you’re physically uncomfortable is not the way. Take 50 percent home to split the cost and calories in half.

- **What’s for dessert:**
  Use a MealEnder to change the way you approach dessert at restaurants. Have a high quality cup of coffee or tea with a MealEnder for dessert. Or, enjoy a bite or two of a shared dessert (we know from sensory research that the first bite is the most satisfying); then have a MealEnder as your final treat.

To compound their effectiveness, try combining MealEnders with other tactics that aid your realization of fullness and help to distract you from eating, like taking a walk, or drinking a glass of water or a cup of tea.

And remember, as soon as you take your MealEnder, clear your plate, put away your snack, move away from the buffet table, or do whatever you can to eliminate cues to continue eating.

Also, keep in mind that it’s perfectly okay to take two or three MealEnders if needed to bridge a particularly challenging period of temptation. At only 15 calories per lozenge, even three MealEnders are insignificant in the total day’s intake, and can help you avoid hundreds of calories from overeating.

It’s especially important in the first few weeks to be diligent about using MealEnders at the end of meals or to curb snacking. This can help you establish MealEnders as your eating “off switch.”
FAQ’s

What if I continue eating after taking a MealEnder?

Learning when to call it quits on a meal or snack and take a MealEnder is a learning process—one that could take several weeks to master. Be patient, listen to your body, and be mindful—of what is making you want to eat and of your ultimate goals. Drink a tall glass of water while enjoying your MealEnder to distract you from eating, take a walk, read a book, or just focus on the taste of the MealEnder. The urge to eat will likely dissipate before you know it.

What if I still feel hungry after taking a MealEnder?

It is important to remember that MealEnders are not a substitute for a meal – they are a tool to help you make sure the meals you consume are the right size. Finding the point at which you are 80% full (your eating pause) can be tricky. If you are truly still hungry after you’ve eaten your MealEnder, perhaps you’ve stopped too soon. Experiment with stopping times to find what’s right for you.

Since MealEnders help me eat less, does this mean I can continue to eat whatever I want?

MealEnders can be used effectively with any type of food. We designed them to enable a gradual transition to healthy living by eating a little less of what you already like. However, for best results, it is highly recommended that you aim for balanced meals with plenty of vegetables, whole grains, lean protein and some healthy fats. But even small steps can be big victories!

How are MealEnders different from other diet aids?

MealEnders are a weight management tool based on behavioral psychology and sensory science. They contain all food ingredients—no drugs, stimulants or supplements of any kind. Most diet aids either try to create a physiological change in the body, like a change in metabolism or in nutrient absorption; or, try to simulate satiety with fillers or stimulants. MealEnders, in contrast give the body’s natural hunger and fullness signaling processes time to work.

MealEnders recognize and address the role of mind and body in the regulation of appetite, rather than just the stomach. So, rather than providing a quick, short term weight loss fix, they help you form healthy habits that can make weight management easier and more successful long term.
**Why am I not losing weight with MealEnders?**

Weight loss is achieved as the result of a caloric deficit. That is, consuming fewer calories and/or burning more calories than you take in. MealEnders can supplement your efforts to lose weight, but they aren't a free pass! See the How To Use section (p.13) for strategies to create the caloric deficit you need for weight loss.

MealEnders are not designed to be a quick fix or magic pill – we don't make unrealistic (or unsafe) promises of fast weight loss. MealEnders are a tool for overcoming Overeating Zones, periods during which a person has the propensity to overeat, usually due to a lag in the satiety signal or due to non-hunger cravings. When combined with changes in diet and an increase in physical activity, MealEnders can help many people with their weight loss program.

**Can I just use MealEnders now and then?**

The answer to that is “yes,” but a qualified “yes.” You can use MealEnders now and then—perhaps just keep them for times when you expect to be faced with a particularly challenging temptation, like a special event. However, we've found that using them regularly leads to greater success for a couple of reasons:

1. The more you use MealEnders, the sooner you'll have the chance to associate the active-taste sensations with the end of eating and develop new eating behaviors and patterns.

2. To some degree, MealEnders are a positive habit intended to replace your negative habits. Like any habit, if you don't practice it regularly, you lose it. Without consistency it's easy to forget to take MealEnders with you, or to use them, when you most need them.

Once you’ve made MealEnders a part of your routine and become conditioned to stop eating in response to them, you can move to more occasional use, or use them in spurts when you want to spend a couple of weeks getting excessive eating or bad habits under control again.

**Why can’t I chew my MealEnders?**

For best results, MealEnders should dissolve completely in your mouth. Biting or chewing them will limit effect by short circuiting the oral stimulation impact (cooling and tingling) and disrupting their long-lasting quality. Enjoying your MealEnder is an opportunity for mindfulness. Relax…. Savor….
So I really won’t want to eat the whole bag?
Candies, mints, and other confections or snacks are designed to stimulate the reward center of the brain and keep you wanting more.

MealEnders, on the other hand, were designed by food scientists to engage the taste buds in the opposite way. Each MealEnder creates a sensory experience that clears the palate and helps stop the process of eating to allow adequate time for natural satiety systems to work. It starts with a little taste of sweet to signal the end of a meal, like a dessert, and follows with a tingling, cooling palate cleanse.

Unlike many candies, a MealEnder lasts in your mouth for up to 8 minutes and may leave a noticeable tingly feeling for up to an additional 5-10 minutes to get you through the “overeating zone,” when extra consumption after a meal often takes place. If it weren’t for that inner core, then you probably would want to eat the whole bag (really, the outer layer is delicious). However, MealEnders are not a conventional candy. Having just one, or perhaps two lozenges will help you address your craving and practice more mindful eating, stopping you from eating the whole bag.

Can I use MealEnders if I’m taking medication?
MealEnders are not a drug or supplement and instead are regulated as a food product. They don’t contain added herbs, stimulants, caffeine, ma huang, or other similar ingredients commonly found in weight loss products. All ingredients in MealEnders are recognized by the FDA as GRAS (“Generally Recognized as Safe”)

MealEnders are made from high-quality, food-based ingredients. For example, the Chocolate Mint version contains French vanilla, semisweet and dark chocolate, corn syrup, sugar, and cocoa powder. The unique Actissert (active dessert) flavor blend, which provides the cooling and tingling effect, is made of a proprietary combination of natural and artificial flavors. All of these are ingredients that you find in your everyday foods.

Nonetheless, if you have any medical concerns, it’s always best to address them with your physician, and it’s always appropriate to check with your doctor before beginning a new diet or exercise regimen.

Can I use MealEnders if I follow a gluten free diet?
Yes, every flavor of MealEnders is gluten free.

2 The NPD’s New Dieting Monitor Tracks America’s Dieting Habits,” NPD Foodworld, May 3, 2004:

**BIGGER, HAS NOT BEEN BETTER**
Portion sizes have been growing over the years—and so have calories:

<table>
<thead>
<tr>
<th></th>
<th>20 YEARS AGO</th>
<th>TODAY</th>
</tr>
</thead>
<tbody>
<tr>
<td>French Fries</td>
<td>210 calories</td>
<td>610 calories</td>
</tr>
<tr>
<td>Cheeseburger</td>
<td>333 calories</td>
<td>590 calories</td>
</tr>
<tr>
<td>Two slices of pepperoni pizza</td>
<td>500 calories</td>
<td>850 calories</td>
</tr>
<tr>
<td>A portion of spaghetti and meatballs</td>
<td>500 calories</td>
<td>1,025 calories</td>
</tr>
</tbody>
</table>


5 In a Huffington Post article that analyzes caloric intake on a country-by-country basis, Americans eat, by far, the most – an astounding 3,770 calories a day; http://www.huffingtonpost.com/2012/01/10/first-world-countries-obesity_n_1197433.html


