



The Seven Levels of Conscious Eating

I. MECHANICAL



Hurried. Rushed.
An urge to fill an empty stomach.
This can lead to over eating.

2. SENSORIAL



Excite the senses.
Candle lit dinners.
Soft music in the background.
Aromatic, fragrant, seductive.....

3. SENTIMENTAL



Food that is based on
the heart strings
“No one can cook like
my Mum!”

“Do you remember that
restaurant we went to when
you proposed?
Let’s go there again.”



4. INTELLECTUAL



Obsessed about body image



"I hope I can still fit into that dress next summer."



Weight conscious

Counting the calories

Lean cuisine

Health conscious - organic, fresh

Whatever the trend

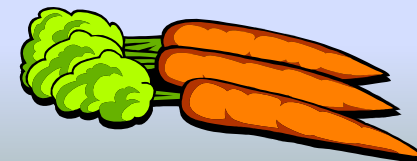
Diets

Salads with no dressing

Allergies

Food intolerances

No fat



5. SOCIAL



Family

Trends

Fashion



Parties & BBQs



Multi-cultural eating

6. IDEOLOGICAL

Rules

Over disciplined

Rigidity

Reformist – convert
everyone

Structured

Disappointment

with

food and friends



Big tick from the
heart foundation

Guilt & Shame – am I worthy
enough to eat this?

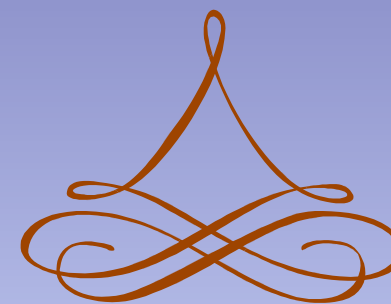
Bulimia

Anorexia

Lack of fun and spontaneity



7. SUPREME



Designing
luscious meals
through
understanding
how to enhance
and maintain body
function.



Listening to the
body.

Intuitive eating

What does it need
today to keep
going?