

# Craving Cocoa

How to Use It & Other Crave Reducing Strategies



Let's face it, the reason you can't stay on a diet is because the body naturally increases cravings and hunger any time you eat less or exercise more. **Craving Cocoa** is specifically designed to help shut off the hunger and craving centers in the brain. The special compounds in cocoa, as well as the specifically formulated amino acid complex is what makes this formula magical.\*

**Suggested use:** Blend, shake or stir 1 scoop in 8 to 12oz liquid. Take before each meal. Take between meals. Take any time you feel a craving coming on.

**WARNINGS:** Not intended for persons under the age of 18. Do not use if pregnant or nursing. Consult a health care professional prior to consumption if you have any pre-existing medical conditions or are taking any prescription medication. Use only as directed.

The first performance-based cocoa product specifically designed to help reduce diet-induced hunger and cravings

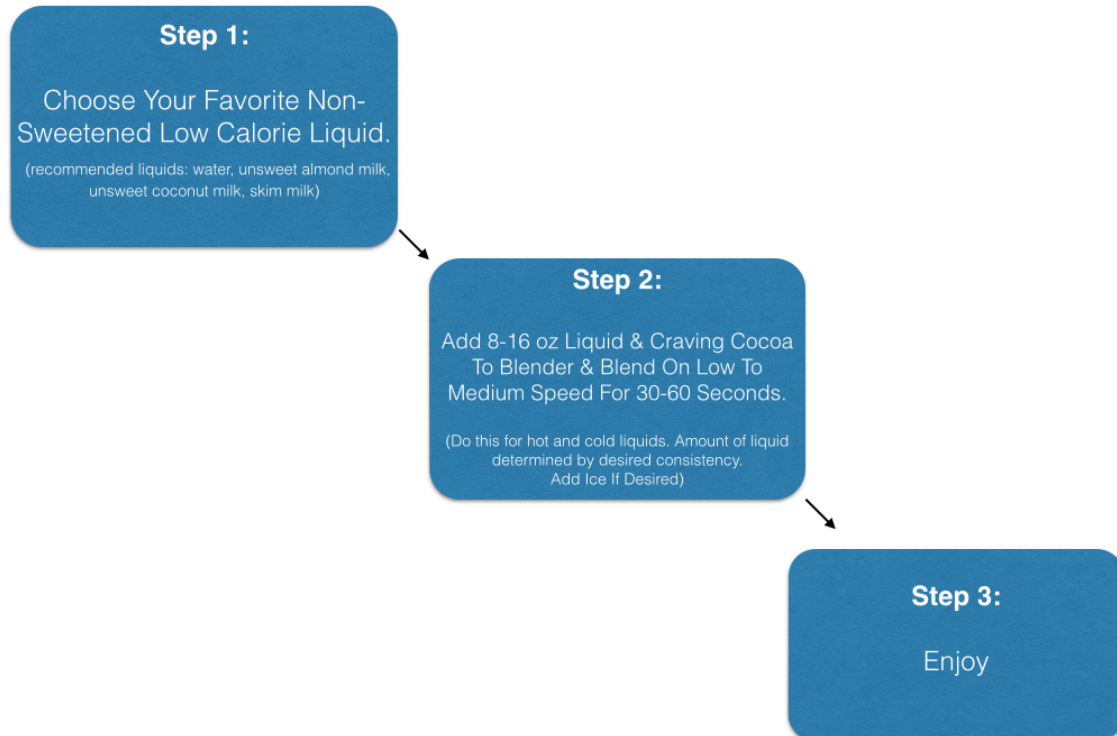
DIETARY SUPPLEMENT | NET WT. 12.9 OZ (365g)

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## Getting Started

### Quick Start For Craving Cocoa



To begin with Craving Cocoa, mix 8 to 16 oz of your favorite non-sweetened liquid with 1 level scoop of craving cocoa.

For best results, BLEND for 30 to 60 seconds.

If you desire more thickness, use less liquid and blend at a higher speed and for longer. If you like a thinner beverage, add more water and/or less of the powder.

You can also shake or stir the product, but doing so will take longer and requires more vigorous effort to achieve your desired consistency.

Blending is recommended with both hot and cold liquids.

The important thing is to experiment a bit to find the consistency, temperature and sweetness level you desire.

## **4 Quick Recipes:**

### Chocolate Craving Shake:

Add 8-16oz (depending on desired consistency) of your favorite low calorie and unsweetened liquid to a blender. Add 1-2 cups ice. Add 1 scoop craving cocoa. Blend on high speed for 30 seconds to 1 minute. Enjoy

### Hot Cocoa:

Heat 8-16oz (depending on desired consistency) of your favorite low calorie, unsweetened liquid. Add hot liquid to blender. Add 1 scoop Craving Cocoa. Blend on low to medium speed for 30-60 minutes. Add any spices or additions to taste. Enjoy.

### Chocolate Pudding:

Add 4-6oz (depending on desired consistency) of your favorite low calorie and unsweetened liquid to a blender. Add 1 scoop craving cocoa. Blend on high speed for 30 seconds to 1 minute. Pour mixture into a bowl. Let the mixture sit in the refrigerator for at least 30 to 60 minutes. Enjoy

### Chocolate Protein MilkShake:

Add 8-16oz (depending on desired consistency) of your favorite low calorie and unsweetened liquid to a blender. Add 1-2 cups ice. Add 1 scoop of your favorite protein powder. Add 1 scoop craving cocoa. Blend on high speed for 30 seconds to 1 minute. Enjoy

## **How to Mix**

Metabolic Effect Craving Cocoa is designed to be the best solution to combat diet-induced hunger & cravings on the market.

But there are some things you should be aware of. We built this product for functionality first. In other words, we put the things in it that we knew would make it perform best as a craving fighter.

We then worked backwards from there to get the consistency, flavor and sweetness just right.

Below we have provided some notes about what to expect from the taste and texture.

### **The consistency**

The first thing you will notice is the consistency of the product. In the container it looks like any other cocoa powder. But it actually has very different solubility characteristics compared to regular cocoa.

You can think of this like “cocoa powder on steroids.” It has been spiked with fiber and amino acids to enhance and bolster the already naturally present hunger and craving fighters in cocoa.

When you add liquid to Craving Cocoa, that is when the magic happens. The product becomes viscous and thick and will clump if not mixed thoroughly. This clumping is normal. While we worked hard to minimize it, eliminating it completely would mean sacrificing the effectiveness of this formula.

The clumping occurs because the performance fibers in the product attract water like a sponge and expand. They do this in your stomach too making your body think it has eaten. This is all by design.

To remove clumping, the product should be blended. This will provide the best, most consistent and desirable results. It is recommended you blend the product in the liquid of your choice.

For “hot cocoa” you can blend with a cold liquid and add hot water. You can also heat the liquid first and blend (this is the quickest way). Another option is to blend cold and then heat the liquid after.

The less liquid you use and the longer and faster you blend the more viscous & thick the product will become. This allows a wide range of textures and consistencies to explore. Find one you like.

## **The Taste**

Craving Cocoa is designed to taste like a chocolate dessert. It is sweetened with stevia and was tested on a range of palates including children.

The product was very well received by all of our test subjects, including the kids.

That being said, taste is a very individual thing. If you desire more sweetness, we suggest you use any additional sweetener you like. However, to keep the food low calorie and hormonally beneficial, non-calorie sweeteners are best.

If you desire less sweetness and more bitter taste, feel free to add more non-sweetened organic cocoa powder.

Other additions to enhance the product include spices such as cinnamon, cayenne, vanilla and nutmeg. Also a small amount of cream, butter or coconut oil can be used as well.

As with sugar, we recommended avoiding too much fat as this increases the calories and blunts some of the hormonal benefits of the product.



## **The Science**

Craving Cocoa has three components that make it special. They are:

- Organic Cocoa Powder
- Amino Acid Complex including Branched Chain Amino Acids (BCAA)
- Soluble Viscous Fibers

These compounds together work in the following ways:

- Increase serotonin to relax you (cocoa)
- Increase dopamine to stimulate and please you (cocoa)
- Balance levels of glutamate and GABA the major stimulating & relaxing chemicals in the brain (BCAA)
- Stimulate brain mTOR to suppress appetite (BCAA)
- Balance blood sugar (BCAA & Fiber)
- Raise levels of hunger suppressing gut hormones like GLP-1 (BCAA, Cocoa & Fiber)

### **Cocoa Powder:**

Cocoa powder contains a large amount of bioactive compounds. These include things like serotonin, tyramine, phenyl-ethyl amine (PEA) and anandamide among others.

These compounds exert influence on the brain, raising levels of serotonin and dopamine, creating a relaxed and energetic feeling while at the same time helping suppress cravings.

Cocoa also has bitter components, which stimulate gut hormones like GLP-1.

### Amino Acids BCAA:

The branched chain amino acids (BCAA) act as precursors to both glucose and ketones, two of the body's fuel sources and the major fuels preferred by the brain.

This means BCAAs help the body to balance blood sugar and stabilize brain glucose levels.

BCAAs also raise glutamate and GABA levels. Glutamate is the number one stimulating brain chemical, while GABA is the brain's major relaxing biochemical. Levels of these two molecules should be balanced and when they are the brain functions better and may suffer less energy fluctuations and cravings.

BCAA have been shown to stimulate the release of GLP-1, a powerful hunger suppressing and possibly fat burning hormone.

## Viscous Fibers:

Two of the most well studied fibers for helping hunger and balancing blood sugar are guar gum and glucomannan. The research world is rich in studies showing their benefit.

Craving Cocoa uses both of these. When combined with water, these fibers swell, stretching and coating the skin of the intestines. This is why Craving Cocoa clumps and thickens the way it does and it is one of the most valuable aspects of the product.

This “swelling” signals the body it has eaten, and causes the release of hunger suppressing chemicals like GLP-1 which help lead to decreased hunger and craving responses.

## **Frequently Asked Questions:**

### **What are the best ways to use the product?**

Answer: The product is low calorie and very gentle. It can be used in unlimited fashion.

- Use it before meals as a preload. (A preload is a term researchers use for foods or beverages that reduce hunger and subsequent food intake when taken before a meal.)
- Use it after a meal to remove feelings of dissatisfaction and cravings for something sweet.
- Add to smoothies and protein shakes for a rich taste of chocolate and to increase the satisfaction factor of a meal.
- Use any time you feel a craving coming on.
- Use 30 to 60 minutes before the onset of typical cravings.
- Explore with using in cooking and other recipes.

### **Are there any concerns I should have related to Craving Cocoa?**

Answer: Craving Cocoa is made from compounds you would find in nature and is really not much different than combining cocoa powder, whey protein and fiber, albeit in a much better tasting package. If you can tolerate those foods, Craving Cocoa will not be an issue.

Cocoa can trigger migraines in some headache sufferers. High amounts of fiber intake introduced quickly into the diet can, in some, cause digestive upset. If you know fiber bothers you, add the product slowly overtime to avoid this.

**Is the product free of soy, corn, gluten, dairy, etc.**

Answer: The product does not specifically use any ingredients containing highly allergenic foods. However, given some of the components may have been produced in factories that do use these compounds, we can't rule out trace amounts. For that reason, we cannot "officially" state the product is gluten free, corn, dairy, soy, etc free.

**What are the "natural flavors" in the product.**

Answer: Like you we are always concerned with the integrity of the products we consume and don't want any hidden chemicals or unsavory ingredients. The "natural flavors" are little more than extra chocolate and vanilla notes.

**If I have any issues with the product or have questions about how to use it, where can I ask questions.**

Answer: simply contact our customer support, which can be reached at [support@metaboliceffect.com](mailto:support@metaboliceffect.com). You can also get free coaching on our private group Facebook page.