



THE COGNITIVE KEYS

The cognitive keys are **the mind's itinerary in knowledge**, they allow us to reach our goals and maintain them naturally.

Examples:

- **Reshaping my environment:** how to do grocery shopping
- **Obesity due to** the wrong kind of food, **hoarding** obesity, obesity **induction**
- **Neuronal storm**
- **Chemical circularity** (not psychological as usually believed): binge-fasting
- Weight-controlling **hormone**

- **Decrease of interstice fluid:** I think I am losing fat, but am actually losing water, and gain weight back quickly.
- **Simple and peri-prandial polyphagia**
- **Gastric emptying index** (much more important than calories)
- **Glycaemic index**
- **Increased peripheral resistance to insulin**
- **Foods increasing cholesterol** (chemistry, not abracadabra)
- Recovery of **gastric baroreceptors:** I weigh too much, because I don't use them.
- **Water homeostasis**
- **Dichotomy between the anatomy of my oral cavity (mouth) and piece of food:** typical of people who are not slim.
- **Peripheral satiety versus frontal-cortical reworking**

These statements are based on established known and cutting-edge modern medical research. With this knowledge we doctors want to stop clients from paying for scientific nonsense (that is, lacking any clinical basis) and recognize the difference between pseudo-scientific cuisine purporting to enable weight loss and food choices designed around sound evidence - and research - based approach which has the long-term success of patients as its objective.