

A GUIDE BY SAMANTHA ANCY

The Cravings Decoder

The 5 Root Causes Most Diets Ignore

Cravings are not a willpower problem. They are signals. Learn to read them.

DECODE · UNDERSTAND · CHANGE

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Why willpower keeps failing you

If you've spent years trying more willpower, more discipline, more diets, more rules, and you still end up back where you started, the problem was never your willpower.

It's that cravings don't come from one place.

Some are biological. Some are emotional. Some come from your gut. Some are environmental. And some are habits you've repeated so often they now run automatically, without you choosing them at all.

Most plans treat every craving the same way. With restriction. With rules. With guilt. And that's exactly why they stop working the moment life gets hard.

This guide walks you through the five root causes, so you can finally see which patterns are actually driving you.

*Once you know which type you're dealing with,
lasting change stops feeling impossible.*



Emotional Cravings

Food becomes comfort, relief, reward.

WHAT THIS ACTUALLY IS

These cravings aren't about hunger. They're about feeling. When you're stressed, lonely, bored or overwhelmed, your brain reaches for the fastest available relief, and food is fast, reliable and always there. A chocolate bar isn't just sweet. It's a moment of calm in a hard day.

COMMON THOUGHTS

"I've earned this."

"I just need something to take the edge off."

"I'll start again tomorrow."

TYPICAL TRIGGERS

- A stressful day
- Conflict or tension
- Loneliness or boredom
- Feeling unappreciated
- Late evening wind-down

WHAT YOU'RE ACTUALLY NEEDING

Not the food itself, but comfort, soothing, and a moment of safety. The craving is pointing at an emotional need that hasn't been met yet.



Biological Cravings

Blood sugar swings, under-fuelling, energy crashes.

WHAT THIS ACTUALLY IS

Sometimes the craving is simply your body running low. When blood sugar drops from skipping meals or under-fuelling, your body sends an urgent signal for quick energy. This isn't sabotage. It's survival. Your body is doing exactly what it was designed to do to keep you going.

COMMON THOUGHTS

"I'm starving, I need something NOW."

"I don't know why I'm so shaky."

"I was so good all day, why am I ravenous?"

TYPICAL TRIGGERS

- Skipped or delayed meals
- Low-protein days
- Sugar crashes after refined carbs
- Poor sleep
- Long gaps without food

WHAT YOU'RE ACTUALLY NEEDING

Steady fuel and stability. Your body isn't asking you to be more disciplined. It's asking to be properly nourished so the alarm can switch off.



Environmental Cravings

Cues, habits, routines, people.

WHAT THIS ACTUALLY IS

These cravings come from what's around you, not what's inside you. The smell from a bakery, the snack you always have at 3pm, the friend who orders dessert, the routine of the couch and the packet. The cue appears, and the craving follows, often before you've even thought about it.

COMMON THOUGHTS

"I always have something here."

"Everyone else is, so I will too."

"It's just what I do at this time."

TYPICAL TRIGGERS

- Specific times of day
- Certain rooms or chairs
- Social settings
- Watching TV
- Driving past familiar places

WHAT YOU'RE ACTUALLY NEEDING

A change in cue, not a change in willpower. Once you see the trigger clearly, you can interrupt the pattern instead of fighting the craving head-on.



Microbiome Cravings

Gut-driven signals and dysbiosis.

WHAT THIS ACTUALLY IS

Your gut is home to trillions of microbes, and they have preferences. When certain strains overgrow, they send signals through the gut-brain axis to keep themselves fed, usually with sugar and refined carbs. So you finish a full meal and still feel pulled toward something sweet. That pull isn't all you.

COMMON THOUGHTS

"I'm full, but I still want sugar."

"Why do I crave the same things daily?"

"I can't seem to stop at one."

TYPICAL TRIGGERS

- Sugar cravings after meals
- Bloating or irregular digestion
- Recurring sweet tooth
- Skin flare-ups
- Strong carb pull

WHAT YOU'RE ACTUALLY NEEDING

Balance, not more restriction. When your gut ecosystem is supported, the chemical 'feed me' signals quieten, and the cravings genuinely lose their grip.



Addictive Loop Cravings

Dopamine and automatic reinforcement.

WHAT THIS ACTUALLY IS

Some cravings are pure pattern. Hyper-palatable foods trigger a dopamine hit, your brain logs 'that worked,' and the loop strengthens every time you repeat it. Eventually your hand reaches before your mind catches up. This isn't weakness. It's a reinforced neural pathway doing what it was trained to do.

COMMON THOUGHTS

"I don't even decide, it just happens."

"I'm not enjoying it but I can't stop."

"Here we go again."

TYPICAL TRIGGERS

- The same nightly ritual
- Specific 'trigger' foods
- Autopilot reaching
- Stress + reward pairing
- One bite becomes ten

WHAT YOU'RE ACTUALLY NEEDING

A pattern interrupt, not punishment. These loops are rewired gently over time, by understanding the cue and the reward, not by white-knuckling through shame.

THE NEXT STEP

Most Women Focus on the Craving.

*Bio Hijack teaches you
to decode it.*

Cravings don't come from one place. Some are biological, some emotional, some from your gut, some are habits running on autopilot. Until you know which pattern you're in, lasting change feels impossible. That's exactly why I created Bio Hijack.

THE 4-WEEK JOURNEY

Week 1

Stabilize

Calm the urgency around cravings.



Week 2

Decode

Learn the 5 root craving types.



Week 3

Rewire

Interrupt automatic patterns.



Week 4

Lock It In

Stop starting over.

Ready to Stop Starting Over Every Monday?

The exact framework I use with private clients to understand what's driving cravings, without restriction, tracking, or food guilt.

[Learn More About Bio Hijack →](#)