

Title: Sweet Freedom - Breaking Free from Sugar Addiction Naturally

Name: Sherry Strong
Founder of Sweet Freedom and Return to Food

Everyone wants to help their clients but statistically most diet modalities fail to keep people engaged long-term. Sugar and refined foods are a serious problem for millions of people. Sugar alone is linked to more than 144 diseases and more addictive than cocaine. That is because refined sugar is made similarly to how we turn coca leaves into cocaine and opium sap into heroin. Only sugar unlike illicit drugs, is in almost everything in the supermarket, it is the cheapest food to source and socially acceptable in almost every situation. Giving it up is a challenge for most people and requires a multi-pronged strategy, not just a diet.

We use nutritional science and a philosophical approach to help people shift their eating behaviours while also addressing the emotional, mental, drivers that cause people to become addicted to foods that cause lifestyle diseases.

The 'Sweet Freedom' approach helps clients reduce their sugar imprint, cut it out altogether or end sugar addiction by addressing both the physical and psychological drivers that create the neurological pathways that lead to lifestyle diseases. We also create an inspirational community that keeps people engaged and helping others with the process of preparing whole foods and reestablishing a connection to nature.

Biography

Sherry is an award-winning Speaker, Chef & Nutritionist. She was the Victorian Chair of Nutrition Australia, Melbourne President of Slow Food and the Co-Founder of the World Wellness Summit. She has worked with elite athletes, billionaires, celebrities, CEO's and everyday folk like herself to transform the way they relate to food and their body.

Sherry is the author of Return to Food and the founder and creator of the Sweet Freedom Project – which includes a multi-media transformational platform dedicated to helping people get sugar-free naturally for life and trains nutrition professionals to have fulfilling & profitable practices.

Presenting author details

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