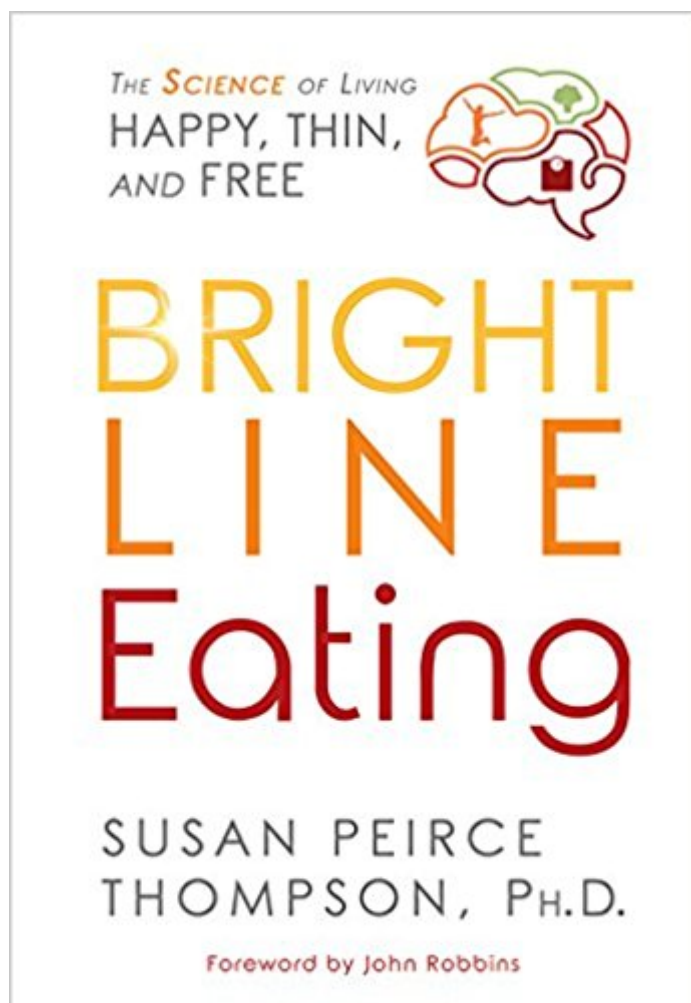


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# Bright Line Eating: The Science Of Living Happy, Thin & Free



## Synopsis

“A NEW YORK TIMES BESTSELLER” Foreword by John Robbins, author of the international bestseller *DIET FOR A NEW AMERICA* In this book, Susan Peirce Thompson, Ph.D. shares the groundbreaking weight-loss solution based on her highly acclaimed Bright Line Eating Boot Camps. Rooted in cutting-edge neuroscience, psychology, and biology, *Bright Line Eating* explains why people who are desperate to lose weight fail again and again: it’s because the brain blocks weight loss. Bright Line Eating (BLE) is a simple approach designed to reverse that process. By working with four “Bright Lines”—clear, unambiguous boundaries—Susan Peirce Thompson shows us how to heal our brain and shift it into a mode where it is ready to shed pounds, release cravings, and stop sabotaging our weight loss goals. Best of all, it is a program that understands that willpower cannot be relied on, and sets us up to be successful anyway. Through the lens of Susan’s own moving story, and those of her Bright Lifers, you’ll discover firsthand why traditional diet and exercise plans have failed in the past. You’ll also learn about the role addictive susceptibility plays in your personal weight-loss journey, where cravings come from, how to rewire your brain so they disappear, and more. Susan guides you through the phases of Bright Line Eating—from weight loss to maintenance and beyond—and offers a dynamic food plan that will work for anyone, whether you’re vegan, gluten-free, paleo, or none of the above. *Bright Line Eating* frees us from the obesity cycle and introduces a radical plan for sustainable weight loss. It’s a game changer in a game that desperately needs changing.

## Book Information

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## Customer Reviews

“I just finished reading *Bright Line Eating* – every single word. This book is not like anything else out there. Not even close. Dr. Thompson has illuminated the reasons why so many of us are so addicted to today’s food supply and why obesity is so common. Most importantly, she outlines the path to freedom, thinness, and health. Freedom from the tyranny of the scale, of fast foods, of carb addiction. All of it. This book is totally different – and if you read it – every word – like I did, your life will be changed. A light bulb of *“Aha!”* will go off in your brain. This book is based not only on the personal experiences of thousands, but – also backed up by solid brain science that has never been presented like this before. And I’m willing to bet you – you’ll be eager to start *Bright Line Eating* – yourself so you too can start – living happy, thin, and free. – Christiane Northrup, *New York Times* best-selling author of *Goddesses Never Age* – “*Bright Line Eating* – provides a groundbreaking perspective on persistent, undiagnosable weight-loss issues. – Mark Hyman, M.D., director, Cleveland Center for Functional Medicine and #1 *New York Times* best-selling author of *The Blood Sugar Solution* – “I absolutely love the *Bright Line Eating* philosophy! It is totally consistent with everything I’ve learned about helping people change behavior. This is a book I would recommend to anyone who wants to lose weight or change their relationship with food. – Marshall Goldsmith, Ph.D., #1 *New York Times* best-selling author of *Triggers*

Susan Peirce Thompson, Ph.D. is an Adjunct Associate Professor of Brain and Cognitive Sciences at the University of Rochester and an expert in the psychology of eating. She is President of the Institute for Sustainable Weight Loss and the founder and CEO of Bright Line Eating Solutions, a company dedicated to helping people achieve the health and vibrancy that accompany permanent weight loss. Based on cutting-edge research that explains how the brain blocks weight loss, *Bright Line Eating* teaches people how to get their brain on board so they can live Happy, Thin, and Free. She lives with her husband David and their three daughters Zoe, Alexis, and Maya.

Website: <http://susanpeircethompson.com/>

I love *Bright Line Eating*. I have read many self help books and have tried many diets. I am now 75

years old and two years ago I found Susan Pierce Thompson program and finally the program that works for me. I have lost over 100 pounds. I am so happy this book is finally published and everyone has the opportunity to change their lives. My only regret is that I wish I would have done it 20 years ago, but am so happy today, Remember a day at a time.

She was writing directly to me! That was how I felt when I read the book *Bright Line Eating, the Science of Living Happy, Thin, and Free*!! I am a 70-year-old post-menopausal woman who has struggled for decades to lose excess weight which I have accomplished many times but ALWAYS gained it back plus many more. Many women will agree it is so hard to lose weight after menopause. But not this time! After starting a Bright Line Eating boot camp a year ago TODAY, I have released 57 pounds and 35 inches overall! And for me, it has been the easiest, most nutritious and delicious food plan I've ever had. Friends and relatives have seen my success and asked me how I did it. I've told them about BLE in my own words but having this book is going to make it so much easier! (This is not a one book purchase and done! I have purchased many to be able to give to friends and family because I'm convinced this is the only way to lose the weight and keep it off!) The way Dr. Thompson writes it really is like she is sitting at the table with me like a good friend, telling me the science of the "why" I haven't been able to keep the lost weight off. And the way she tells about the science is easy to understand with beautiful, easy to read illustrations. And who doesn't like to see the before and after pictures and read success stories!! Dr. Thompson explains why the brain misbehaves and what we can do to override it with bright line eating. But she doesn't stop there. Has any other author told you what to do when you travel or when you are ill or how to get through a special occasion like birthdays, weddings, holidays?! Dr. Thompson does and that is invaluable in my weight loss journey. *Bright Line Eating, the Science of Living Happy, Thin, and Free* isn't just another "diet" book! This is a lifestyle choice, a food plan for an entire lifetime! I am so grateful to Susan Peirce Thompson for creating this new way of life for me and for everyone that has struggled with being overweight or obese! Seriously!! You will not go wrong purchasing this book and following the Bright Line Eating way! Those of us that have embraced BLE are UNSTOPPABLE!!

As I sit here trying to remember all my attempts at weight loss, my eyes are welling up with tears.

There's no way I can count; there were just too many. Over the course of 35 years I tried Weight Watchers (MANY times), Jenny Craig, Nutrisystem, South Beach Diet, Eat More Weigh Less, The Zone, Slim Fast, SparkPeople, Eat Right for Your Type, Dexatrim, Medifast, Atkins, Ornish, Mediterranean, Suzanne Somers, Susan Powter-Stop the Insanity, Jane Fonda Workouts, 6 Week Body Makeover, Protein Power, Shakeology, and the list goes on. It's crazy, right?! I spent thousands of dollars and desperately wanted to believe that every attempt would get me to my goal. Some diets lasted for days, others for weeks or months, but none of them clicked. My cheat day(s) or meals turned into cheat weeks over time, and slowly my books, food, pills, shakes or materials disappeared into the spare bedroom so I didn't see the reminder of yet another failed diet attempt. Bright Line Eating is different. Susan Peirce Thompson explained everything; from why I ate and how my brain worked, to what I needed to do to finally find peace around food. The science was fascinating and I swear she was writing about me the whole time! How on earth did she get in my head? Was it easy? No, not the first few days. It's not a quick fix. But after the first 2 weeks my energy returned, my brain fog disappeared, I was no longer distracted by thoughts of food, and I was losing weight. Amazing! My results? I lost 40 pounds and have achieved my first goal of reaching a healthy 128 pounds--the lowest I've weighed in 30 years--in a matter of months. (I'm 5' 4.5") Buying clothes online in single digits that fit right out of the box is a joy I can't put into words. If you've ever struggled with your weight, you understand. Bottom line: I feel like a different person. In the morning I wake up feeling energized and optimistic. I don't dread getting dressed or fear hot days. My closet no longer contains 4+ different sizes of clothing. It's a new lease on life and I couldn't be more grateful! If you're anything like me and struggle with your weight, if you've tried everything and want to give up, if you want to get healthy and feel vibrant and amazing just about every day, this book is for you!

I have always had an issue with food. I LOVE FOOD. ALL FOOD. Food encompasses my life. I think about it all of the time. I started watching Susan's videos on YouTube. She was speaking to ME. I took the leap and joined the 14 day challenge. At the time her book wasn't yet released. I completed the 14 day challenge. It was not easy. I had to be focused, organized and plan ahead. My husband did this with me. I lost 8 pounds. He lost 19 pounds. I was not hungry. Ever. Did I crave sugary processed foods? Yes! I didn't give in. It took about 4 weeks for those cravings to go away. Best thing about this plan! It works! I'm feeling so much better. Energy level increased. Sleeping solid through the night. Losing weight. Decreased brain fog. Day 45 down 17 pounds. My husband down 33 pounds. It works. You have to work at it. You are not hungry. You will see and feel results! Quick.

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