

## PREVIEW\_ Emily Maguire - Sugar\_ Friend or Foe\_ (SD 2016) 2

Emily Maguire: But when we look at what is happening in their brain, we have to look at this aspect known as Hedonics. So within the brain and in certain regions within the brain we have what is known as the reward center.

Now evolutionary-wise, the reason why the reward center was there, it's because as human beings we have to engage in certain behaviors in order to continue as species and one of those behaviors is we have to eat.

So in order for us to continue this behavior food has to taste palatable to us, so therefore we continue to engage in it. Now, we know though that people don't just eat for reasons of hunger.

How many people have felt so full after a dinner, but then the offer of dessert is put there? And you always have space for that little piece of dessert. That is because we're eating it for pleasure, not because you need it for the body, but because you just actually want it.

And this is a difference between homeostatic and hedonic hunger. So, homeostatic hunger is that need for food, you know, your stomach is rumbling, your body says you need to get nutrients in.

Hedonic hunger is essentially you're eating just because you want it. So when we look at the aspect of addictive drugs and the reward pathway here, we see that addictive drugs essentially activate those reward pathway, completely hijack it and take over the brain.

And now the question is what is sugar having? What impact is this having on the brain, particularly from the reward pathways?