



Q & A

**Karen Knowler**

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## «You can have two food personalities»

**What do you mean by food personality?**

Everyone approaches food in a different way. Imagine that you have been given a menu – what criteria would you use to choose your meal? The most delicious? The fewest calories? After a decade of working with people I realised that there are 10 distinct types of eater, and your response to a menu helps to distinguish which type you are. People can be more than one type, though. I am now an intuitive eater (I listen to what my body wants) and a focused eater (food helps me get what I want, which is a healthy body), but years ago I was purely a functional eater (I ate only when I had to and didn't care what I was eating).

**Why do we need to know our eating style?**

Say, for example, you want to lose weight but your natural personality type is a combination of the sensual eater (who eats for pleasure) and the emotional eater (who eats for comfort): those types together usually cause weight gain. However, everyone has all 10 types within them, it's just that we have made one or two stronger through our choices and beliefs. My theory is that you can teach yourself how to harness the other personality types in order to get the result you desire. It's not about changing your type completely – all food personalities are acceptable – but having parameters. I have created a way that people can still eat for comfort, for example, but in a conscious way that doesn't induce guilt. I don't think it's difficult to change your type if you believe you can.

**Do you think these personality types translate beyond eating?**

Yes. There's that saying, 'how you do something is how you do everything' and I would say that's true 99 per cent of the time. For example, intellectual eaters (who believe there is a 'correct' way to eat based on nutrition) will probably believe there is a right way to manage romantic relationships or get a job, whereas the conscious eater (who eats what they believe is most ethical) is likely to have strong morals across the rest of their life.

*'Eat Right For Your Personality Type' by Karen Knowler (Hay House) is out now*