Accepting vs Resisting Cravings

**Accepting Cravings**
- Techniques like urge surfing are up to **twice as effective** as resisting cravings with willpower.
- Grounded in **positivity and nonjudgment**.
- More control of your life and decisions, and **less time on 'autopilot'**.

**Resisting Cravings**
- Resisting cravings can lead to **overthinking** and negative thought patterns.
- Cravings typically **last longer** when using resistance and willpower.
- **Self-blame and shame** are more common than with acceptance (especially when you aren't able to resist).