

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)

