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| <p>A number of studies have shown how young people can become even more addicted to junk food than adults.</p>  | <p>When a child eats a burger, the same neurological processes occur as in their parents:.</p>   |
| <p>their brain's reward system is awoken, dopamine is released, a spontaneous feeling of excitement results, their blood sugar rockets, and so on</p> | <p>An adult can apply their maturity to understand that this thrill is not entirely without drawbacks,</p>                                     |
| <p>and that they need to control their urge to eat more.</p>  | <p>However, a child cannot necessarily see any negative consequences to this urge and the potential effects of their lack of self-control,</p> |
| <p>so they find it far more difficult to exercise restraint and moderate their food consumption</p>   | <p>It is common to read or to hear criticism of the junk food industry that does so much to promote the overconsumption of its products.</p>   |
| <p>But it does not appear that any of this criticism is changing widespread dietary habits in any substantial way.</p>                                | <p>What is more, the humble burger has been elevated to such a point that many people no longer see it as simple, on-the-go food.</p>          |
| <p>It has arguably become a stylish and aspirational part of one's daily diet.</p>  | <p>Consider, for example, how some television companies recently made several series of programmes encouraging unnecessary overeating,</p>     |
| <p>in which the host devours dish after dish of unhealthy, fatty meals until they are full - and then far, far beyond.</p>                            | <p>While such glamorisation exists, it is difficult to see how our collective march towards a global obesity crisis can ever be halted.</p>    |
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