

# Early to Rise Customer Support

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Yes, the "French paradox" is embedded in my recipes, the stories I tell about my cooking experiences, and the emails I send daily. The "French paradox" is a term coined in a study from the 80s. Scientists couldn't really figure out how the French (Specifically from Southwest France) could eat so much (Eat More Burn More), eat so much fat (mainly duck and goose fat products that are traditional to the region), not exercise, and still stay in shape!

There are cultural differences between the US and Europe, as they relate to nutrition, exercise, and healthy eating. There are details in the lifestyle that makes a big difference I think. Here there are:

1. Soft exercise is one of them (you walk everywhere in Europe).
2. Having longer meals and taking the time to enjoy, and have conversations at the dinner table. That also makes a difference (digestion takes more time, which helps).
3. The portions are smaller.
4. The food is more authentic and healthier as a general rule (less processed foods).
5. Europeans eat more fiber (more veggies, more nuts, seeds, less empty calories).
6. Pastries and sweets are usually enjoyed at the end of the meal.
7. Less fast food.

All this makes a huge difference. It makes the difference.