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Cruxpoint Health Breakthrough, Inc.

Calories Hunt Humans

Once upon a time, humans hunted calories. Now calories hunt humans.

The Great Reversal

For most of human history, acquiring enough food to survive demanded sustained effort. Calories were scarce. Droughts and famines were constant threats. Every year brought lean seasons, and every winter carried the question: Will there be enough?

In that world, the ability to find, store, and conserve calories wasn't a lifestyle preference—it was a matter of life and death. Hunger shaped daily behavior. Missing the mark was fatal. As humans, we evolved in that world. In the past, the human brain evolved to pursue calories because calories were rare. Now calories are not rare.

The world changed. Today, the fundamental problem is no longer scarcity. It is abundance—engineered abundance. And in that shift, the relationship between humans and food has reversed.

You are no longer the hungry hunter. You are now the hunted.

Food Now Seeks Us

Food is no longer something we seek. It seeks us. It appears everywhere: at every checkout line, every gas station, every airport gate, every vending machine, every app. It follows you in the form of advertisements, notifications, discounts, bundles, and limited-time offers. It lives in your pocket, waiting for the right moment—stress, boredom, fatigue, celebration—to capture you.

You Are Now the Target

More precisely, your wallet is the target.

This is not accidental. You are hunted deliberately, methodically, and relentlessly. Entire industries exist for one purpose: to get you to bite. To capture your attention, your craving, your habit, and your money.

Common forms of bait include:

- cheap convenience
- engineered flavors
- hyper-palatable combinations of sugar, fat, and salt
- branding designed to feel comforting and familiar
- packaging that triggers impulse
- portion sizes calibrated to override satiety
- promotions that reward excess ("2 for 1", "supersize", "family pack")

And when you bite, the exchange is brutally simple: Tasty calories in exchange for your money and your health.

The hunters keep the money. You keep the consequences.

Health as an Externality

Your deteriorating health is what economists call an externality: a cost created by someone else's profit, paid by you.

The system works like this:

1. A company sells products designed to maximize repeat consumption.
2. The immediate rewards go to the seller: revenue, growth, market share.
3. The delayed costs land elsewhere: obesity, diabetes, fatty liver disease, heart disease, depression, inflammation, chronic fatigue.

The industry captures value upfront and pushes the damage downstream. And the downstream is your body.

It's Not Just Calories

It isn't only about calories anymore. It's also about chemistry.

Modern food isn't merely "food." It's an engineered product—optimized for craving, optimized for shelf life, optimized for addiction-like repeat behavior. Artificial flavors, stabilizers, emulsifiers, sweeteners, texture enhancers are designed to intensify the experience and make you want more.

Not because it nourishes you. Because it hooks you.

Your body fat and long-term health are not even afterthoughts in the equation. They are irrelevant. They are collateral damage.

The Modern Predator

The modern predator doesn't chase you through forests. It doesn't need to. It studies you. It collects data on what you click, what you buy, what you crave at 10 p.m. when your willpower is low. It learns your triggers. It learns your habits. It knows how to keep you consuming.

This is not a failure of character. It's not simply lack of discipline. It's a mismatch: a stone-age brain, evolved for scarcity, living in a world of abundance designed to exploit it.

The New Survival Skill

The old survival skill was finding enough calories. The new survival skill is defending yourself from them. Because the truth is this: You are not weak. You are outgunned. And the first step toward freedom is seeing the hunt clearly.

If you want to lose the excess weight, achieve an optimal body composition, and gain control over your health and lifespan, then let's get going together. Call us now for a consultation.