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Subject: perversion

Posted by [pilos](#) on Fri, 18 Aug 2017 19:04:25 GMT

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<http://www.nytimes.com/2013/02/24/magazine/the-extraordinary-science-of-junk-food.html?mcubz=3>

Zitat:This contradiction is known as "sensory-specific satiety." In lay terms, it is the tendency for big, distinct flavors to overwhelm the brain, which responds by depressing your desire to have more. Sensory-specific satiety also became a guiding principle for the processed-food industry. The biggest hits -- be they Coca-Cola or Doritos -- owe their success to complex formulas that pique the taste buds enough to be alluring but don't have a distinct, overriding single flavor that tells the brain to stop eating.

<https://www.foodwatch.org/de/informieren/werbeluegen/mehr-zum-thema/sportler-werbung/>

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