

Sleep Better Tonight!How to wake up rested
Your personalized sleep plan
Natural cures that work**Eat Breakfast, Get Healthy**
It's true! Start with our quick + easy recipes**No Energy?**
I could be your friend. Learn to spot the signs**Take a Risk**
Our life depends on it. Find out why**+ No. 1 Weight Loss Secret****THE BOOKSHELF****Life's Sweet Mystery***We shouldn't wolf down dessert. But we do it anyway. Here's why*

JOANNE CHEN, author of *The Taste of Sweet* (Crown), says this about dessert: “I prefer my helpings large and sloppy, so I can fill my mouth, so it’s hard to speak, so I can taste it better.” Quick, what goes through your mind as you read that? “Ugh, disgusting,” or “Mmmm, yeah”? The answers will vary, and that’s exactly what Chen’s book is about—the individual and cultural differences in how we taste, create, and consume sweets. Our taste buds, as it turns out, account for only a small part of our reaction. The greater part lies in the brain: We taste what our eyes, and sometimes our ears, lead us to *believe* we will taste. (Chen cites a study in which 60 percent of people eating chocolate yogurt praised its “strawberry” goodness when told it was strawberry.)

One fascinating chapter looks into the world of artificial-flavor development, which is less about replicating the actual taste of oatmeal cookies, for instance, than about evoking people’s expectations, memories, and associations—“a multisensory experience of something brown and grainy, cinnamon and sweet.” (Yum.) >>