

Junk food 'is as addictive as heroin and cigarettes'

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Junk food may be as addictive as heroin and tobacco, a study has shown. Obesity researchers found fatty and sugary snacks trigger the same 'pleasure centres' in the brain that drive people into drug addiction - making them binge on unhealthy food.

The findings could partly explain the soaring obesity rates in Britain and the success of fast food outlets. Experts studied rats fed on cheesecake, bacon and sausages. Soon after the experiments began the animals began to bulk up and show signs of addiction.

'It presents the most thorough and compelling evidence that drug addiction and obesity are based on the same underlying neurobiological mechanisms,' Professor Paul Kenny said.

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