The researchers discovered that when you drink a beverage containing fructose, your brain does not register the feeling of being satiated, as it does when you consume simple glucose. Your hypothalamus helps regulate hunger-related signals involving a number of hormones, including insulin, leptin, and ghrelin. The scans revealed that when drinking glucose, within 15 minutes the activity in the area of the brain involved with reward and desire for food was suppressed, which leads to a feeling of fullness or satiety. According to co-author Dr. Robert Sherwin: "With fructose, we don't see those changes. As a result, the desire to eat continues — it isn't turned off."

In fact, fructose not only did not suppress hypothalamic activity, it actually caused a small spike instead. Furthermore, glucose boosted the links between the hypothalamus, thalamus, and striatum, while fructose strengthened the connectivity between the hypothalamus and thalamus, but not the striatum. This is important, as the striatum also deactivated once your body senses it has eaten enough.

For more information visit,
articles.mercola.com/sites/articles/archive/2013/01/14/fructose-spurs-overeating.aspx