

Want to lose 4 – 12 kgs in 30 days? Want to lose weight quickly and easily?
This month's Gift of Health is

THE GIFT OF A FAD FREE LIFESTYLE

Living a Fad Free Lifestyle

How to get people involved and committed to living a Fad Free Lifestyle are questions that have been on my mind for some time.

Three things happened recently which spurred me into action.

- I received an email asking me what I thought about the latest Simply Slim craze,
- A few days later I was looking for a gift in a store and overheard one of the shop assistants asking the other if she should buy slimming tablets to help her lose weight and
- I received an sms from a client telling me that Simply Slim had been recalled.

I responded to the short question about Simply Slim with a very lengthy e-mail, I spent 10 minutes in the store giving the shop assistant advice on why she shouldn't buy pills and should rather make healthier choices and after receiving the sms that Simply Slim had been recalled, wrote 3 articles for my blog.

Since posting the article I've received a large number of hits on my blog.

This indicates a demand for weight loss products which is very worrying – particularly in light of the developments with Simply Slim ([to read more click here](#)). It also shows people wanting information about the slimming products they are using - albeit after the event.

I wanted to find how people get hooked – time and again. I decided to do some research. Hopefully the information here and on my blog will help you give yourself and others the gift of a Fad Free Lifestyle.

Sandy

**Want to lose weight quickly, safely, easily?
Want to lose 4 – 12 kgs in 30 days?**

Most of us have bought weight loss products - usually when we were desperate, depressed and ready to give up ever trying to lose weight again.

We lost but then put on what we lost, plus more. That took us back to the depressing cycle - lose, put on, lose and put on again.

But we've just heard about a new slimming product – it's working for our friends, everyone is buying it and it is 100% natural.



Should we buy it?
Let me share

**THE TRUTH
BEHIND
WEIGHT LOSS PRODUCTS**

THE GIFT OF A FAD FREE LIFESTYLE

HOW THEY GET YOU HOOKED

The Advertising

Carb Blocker & Fat Blocker
Lose Weight the Easy Way
Eat What You Like When You Like

Dietrine Carb Blocker is the first nutritional ingredient that has been clinically & scientifically proven to neutralize starch, found in your favorite foods such as potatoes, breads, & pasta.

Dietrine Carb Blocker allows you to enjoy the foods that you love without all the calories.

Dietrine™ Carb Blocker will help you:

- Blocks Carbohydrates
- Increases Metabolism
- Reduces fat storage
- Boosts energy levels
- Controls carb cravings

2 Free Bottles

Order Now Online

Learn More

\$100 Saving for a limited time when ordering our Maximum Results package

- You'll lose quickly.
- It will increase your metabolism.
- Satisfy your hunger.
- Prevent cravings.
- Trap fat.
- Prevent fat being absorbed.
- Cause maximum fat loss in minimum time.
- It will be easy.
- You'll never be hungry.
- Lose naturally.
- Flush out excess water.
- Boost energy.
- Control cravings.
- 100% authentic, 100% natural, 100%herbal
- Lose without dieting.
- Optimum results with regular use.
- Lose 4 – 12 kg in 30 days.
- See results in 3 days.
- Drink & shrink.
- New energy with therapeutic fasting.
- Lose weight without dieting.
- Don't need science to prove there is a connection between your mood and your weight.
- It's Scientifically proven

All the above were taken from actual adverts.

The Marketing

- Use of scientific terms impresses people and helps persuade them to buy the product.
- Appeals to people who want to save time – replaces meals, easy to take a pill, make a shake - not necessary to cook which is more time consuming.

- Appeals to today's trend – the need for instant gratification - Instant, fast or quick results.
- Guarantees – if it's guaranteed it must be good e.g. Guaranteed results, Guaranteed fat loss.
- Get something free - Free consultation, Buy 2 get one free.
- Testimonials - Pages of success stories, quotes and photo's of people who have tried it – if it's worked for them – it must / will work for me.

The small print

- Use in conjunction with a healthy eating plan.
- Exercise is important.
- Important to avoid the wrong kinds of food.

My question is - If you do one or more of the three things mentioned in the small print – why do you need the slimming product?

FINDINGS ABOUT WEIGHT LOSS PRODUCTS

- Scientific studies have shown they have no effect on weight loss.
- False claims are used to sell products.
- Can contain dangerous ingredients which have severe side effects.
- Certain ingredients are a health risk.
- Ingredients are not always listed on the product.
- Schedule 6 ingredients have been found in 100% herbal / natural products.
- Products have been banned due to reports of death.
- Products have been recalled after complaints about side effects.

For further reading, click on the links to two of Health24's many excellent articles on the subject.

- The A-Z of pills and shakes
http://www.health24.com/A-Z_of_pills_and_shakes
- Ingredients found in various slimming pills – positive and negative effects
<http://www.health24.com/dietnfood>

THE GIFT OF A FAD FREE LIFESTYLE

Who is responsible for the slimming product industry being a billion dollar industry?

There are a number of role players who aid in making billions for these companies. They are:

- The media – magazines, newspapers and TV stations get paid to advertise slimming products.
- The retail industry who stock slimming products - pharmacies, doctors and shops - profit from the sales
- The agents who market the products.
- And then, most important - the market - perhaps you, your friends, your family, your colleagues. As long as there is a market that buys and creates demand, the company's manufacturing and marketing these products will continue bringing out new products, with new names, make new promises and make billions.

This will continue **as long as you believe that... maybe this time, it will work.**

Questions to ask yourself:

How many times have I bought a weight loss product?

How much have I spent over the years on slimming products? (Add it up)

Have the results of using the weight loss products ever been sustainable?

Why haven't the results been sustainable?

What example am I setting for my family, my children?

Let's go back to **the small print**

- Use a healthy eating plan.
- Exercise is important.
- Important to avoid the wrong kinds of food

Hundreds of scientific tests have been completed which prove that the only way to lose weight is to:

- Make healthier choices
- Eat less
- Exercise more

There are no magic pills, milkshakes or fairy godmothers to solve your weight problems. In the end it's up to you.

Your gift of health -

A FAD FREE LIFESTYLE

**So what can you do?
How can you make difference?**

- Commit to a Fad Free Lifestyle.

The Ten Commitments

1. Never use a slimming product or fad diet again – ever.
2. Be mindful of what you put into your body.
3. Make healthier choices more often.
4. Be mindful of how much you eat.
5. Have fun with food - eat a variety of foods, experiment with recipes, try new things on menu's.
6. Find a form of exercise that you really enjoy.
7. Don't skip meals.
8. Drink 6 – 8 glasses of water per day
9. Get your friends to commit to a Fad Free Lifestyle.
10. Write to the media - tell them how you feel about them advertising slimming products.

Forward this newsletter to anyone you know who would benefit from living a Fad Free Lifestyle.

SOUL SNACK – Inspirational Quotations



"Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has"

Margaret Mead

WELCOME TO WELLNESS KIT



**Tired of yo-yo living?
Want to enjoy food?
Want to learn new habits?**

**The Welcome to Wellness Kit
contains tools to help you
lead a Fad Free Lifestyle.**

The kit is beautifully packaged in an attractive suitcase and contains the following:

"Low Fat Food for your Mind, Body and Soul" a practical, part inspirational, part self-help book by Sandy Goldberg

Journal - a self discovery tool.

Soul Snacks - quotations to inspire.

Deal-a-Meal - quick and easy recipes.

Mind Munch-ease – turn excuses around.

Only R650.00
(including postage SA only)

To order online click on the link below
<http://uniquelifestyle.co.za/order.asp>

BUY BEFORE THE PRICE INCREASE AND SAVE.

NEW ON THE BLOG

If you enjoyed this newsletter and
would like to read similar articles on this topic
click on the links below

- [Miracle weight loss product finally released](#)
- [100% "Herbal" Slimming Products](#)
- [Simply Slim recalled](#)
- [Quick and easy weight loss. Is it the answer to our dreams?](#)

To read all the articles above and more click on the link below to go directly to my blog
<http://sandygoldberg.wordpress.com>

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