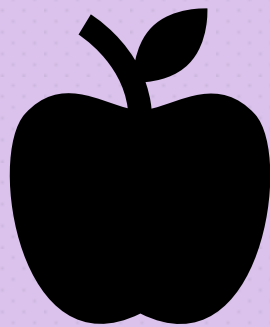


DIETS
WHY THEY ARE
FAILING YOU

AND

WHAT TO DO WHEN
YOU'VE HAD ENOUGH !



Isabel Hall

Hi – and thank you for downloading my e-book.

Let me introduce myself:

My name is Isabel Hall, and I have been trying to lose weight to fit the socially acceptable ideal weight since I was a teenager – and that's for about the last 40 years !

Have I achieved it ? No !

I have been on diets, believed in miracle potions and spent a lot of money over the course of those 40 years, it's not funny.

Has it got me anywhere near the awesome body that the magazines and society makes me believe I need to achieve? No !

I've come to accept that my body is what it is – although I am eating fairly healthy – I have given up on working and chiselling my physique to look the way society expects of me. “Stuff'em”, I say with a smile, I will not deprive myself anymore of the foods that I love. No, I love to eat – 80 % good, 20 % not so good – and I won't succumb to society's expectations of what my hips should look like.

Therefore, I won't promise any miracles – because we all know that those only happen in fairy tales. But what I can promise you is my full support, should you decide to go on a weight-loss journey of your own.

My credentials :

In 2017 – 2018, I have studied to become a Weight Management Practitioner, mostly out of self-interest. I thought knowledge about the psychology of eating, nutrition and a bit of anatomy would help me understand what is necessary to win the “battle of the bulge”. And although I am not a psychologist, how the brain reacts to physical and emotional triggers has been a big part of my studies – and I am passionate to pass on my knowledge, to guide, educate and teach anyone who is willing to put in some effort to change their life(-style).

I hope this e-book will give you some ideas and maybe a bit of a boost to get

you going or started. *** Enjoy the read 😊 *Isabel Hall*

THE PROBLEM

OBESITY – THE SAD TRUTH 😞

Let's start with some dry and ugly facts – just so we know what we are actually dealing with here.

Apart from the physical consequences of obesity, such as:

- Increased risk of coronary heart disease
- High blood pressure
- Strokes
- Type 2 diabetes
- Some cancers
- Fertility problems
- Fatty liver disease – just to name a few

Obesity can also lead to psychological problems such as:

- Depression
- Anxiety
- Low quality of life
- Low self-esteem and
- Body dissatisfaction

We all know, and some of us have experienced, the social consequence that being overweight brings, problems such as prejudice and discrimination, fewer friends and bullying.

Due to all these physical and social problems, we go on diets thinking – or believing – that we MUST look a certain way to be acceptable and lovable.

So we go on a diet ... one way or another. We hear that somebody drastically lost weight and we enquire “Awesome – how did you do it?” – hoping to learn the secret to being thin, finding the magic pill or potion – the holy grail of weight loss.

Have a look at the amount of money Australians spent in one year just on weight loss related products and services.



Enormous, right ?

Now, have a look at how we are actually doing with all these products and services :

Wow !



When you look at the obesity statistics, it is clear that with all the diets and diet products available, people are getting bigger – the trend is UP not down. The obesity rate for 2018 is expected to be 68%. What the number for 2019 will look like, can only be guessed.

Now, you might ask why is this happening ? This just doesn't make sense. With all the money we spend and all the effort we put in, why are we getting bigger?

Well, there is a number of reasons :

- 1 Clearly, there are medical conditions, such as hormone imbalance and genetics
- 2 There are social reasons such as exposure to energy-rich food that is around us everywhere we go – we are never too far away from our next meal or snack
- 3 The result of our modern, automated life is that we have reduced our physical activity while increasing our calorie consumption, for example due to larger portion sizes

The result is : we put on weight

And here comes the diet catch 21 :

We feel bad about the way we look – because we are being told, that we have to look a certain way, namely thin.

The media, advertising and the diet industry are playing a major role in our body-image. They are messing with our heads by :



Here are some interesting numbers :

On average, you see 400 to 600 ads per day.

By the age of 17, you will have seen over 250,000 commercial messages and 50% of these use beauty as an appeal.

No wonder, our young girls grow up thinking they have to look like super models – which is just plainly unrealistic and absolutely unnecessary.

Now, you probably get that I am not too happy about fad diets and the diet industry. I mean, all these messages about thinness and beauty being directed at us, are just messing with our heads.

With the help of the Media, the diet industry is selling us a dream because fad diets are convincing – they offer a quick solution to our desperate problem. Diets often have “scientifically” valid explanations to support their theory. “Successful” dieters provide testimonials, but do we actually know, if the successful dieters kept their weight off and for how long after ending their diet ?

No, we don't.

And really, when you think about it, what does a diet actually ask you to do? You are eating less – you are on a calorie controlled plan where certain foods are allowed or not allowed. You are eating to plan, by rules, “by the book”. By depriving yourself of the foods that you love to eat, you act against your brain. And your brain is very strong. It rebels against your diet plan because “it want's you to eat the food you love”. So, eventually, you will give in to your cravings and eat all the foods you were not allowed to. And this, in turn, will make you feel guilty. It will make you feel bad about yourself because “again, you didn't stick to your diet”.

STOP ! Don't feel bad about yourself !

It's not YOU that has failed !

It is the diet that has failed you !

To break the cycle of DIET – EAT – REGRET – START DIET AGAIN is absolutely normal and is to be expected.

The diet has failed you – not the other way around!

Diets are meant to be broken in order to keep you coming back.

But don't despair ! It's not all doom and gloom. Being overweight or obese (*I hate that word*) is a condition YOU CAN do something about.

THE SOLUTION

You have just learned and hopefully understand that diets don't work – long term.

By letting go of diets, you are giving yourself permission to take a different approach to eating, your relationship with food and ultimately weight loss. It's different than anything you might have tried before – yet, it is not at all foreign to you.

It's not a trick or a potion – it's something that we are all born with.

IT'S INTUITIVE EATING

Have you ever asked yourself why it is that some people are seemingly effortlessly managing the way they eat and stay at a healthy weight ?

Well, when you look at them, you might find that:

- **They eat when they're hungry**
- **They know when their body needs food**
- **They stop when they've had enough food – even if there's food left on their plate**
- **They eat whatever they want – hopefully making healthy choices, but some do and some don't**
- **They live an active lifestyle including regular physical activities**

We are all born with the ability to eat instinctively or intuitively

So, what is intuitive eating – how does it work ?

Intuitive eating is :

- **To nourish and to fuel your body**
- **To eat when you notice the physical signs of hunger**
- **To eat what you are hungry for at that time – choose something that your body will like – choose something that will make you feel better**
- **To eat with the intention to satisfy your hunger**
- **To eat slowly and without distraction**
- **To eat until you are comfortably satisfied – you may go for seconds – you may leave food on your plate – it is up to you because you are in charge**
- **To eat again and only when the symptoms of hunger come back and the cycle starts again**

If you ask me, after all the dieting I have done in my life, this is the best way to eat all the foods that you like and still lose weight.

However, please keep in mind that intuitive eating is a journey, it's not a quick fix. So, losing weight might not happen quickly – you will have to be patient and practice, practice, practice. But in time you will succeed. You will make more and more healthy, nutritious choices and live by the 80 – 20 rule, that is 80 % good, 20 % not so good 😊

A few words for thoughts :

A diet get's harder over time

Intuitive Eating get's easier with time and practice

You don't have to be perfect – nobody is – just be persistent and keep getting up after a fall

I know that Intuitive Eating is not for everyone. If you are looking for a quick weight loss solution, it might not be for you but it's absolutely worth a try !

There is nothing wrong with having a (meal) plan to guide you on what and how much to eat or to learn about nutrition and portion sizes. I have various services available to cover all aspects of weight loss, such as fully individualised meal plans.

At this point I want to mention that all my meal plans are provided as a guide only and it is completely up to you how much or how little you want to “stick to it”. Meal plans are meant to “give you an idea” on how much and what to eat.

If you would like more information about Intuitive Eating or any other programs and services that I offer, please do not hesitate to contact me. Even if it's just for a chat

I would love to hear from you.

THE OFFER

Please take a moment to look at my various services and programs attached below

The following 3 programs are available in 1-on-1 sessions in my office and practice, via SKYPE or, if you have friends who might be interested, as small group workshops. For more detailed information on any of my programs or services, please go to my website www.WeightManagementNarangba.com

INTUITIVE EATING 9 WEEK TRANSFORMATION PROGRAM

Have you been dieting in the past unsuccessfully?
Are you struggling with emotional eating?
Do you love to eat all foods?
Do you want to develop a healthy relationship with food?

LEARN TO EAT NATURALLY
AND NEVER COUNT CALORIES AGAIN

*** ASK FOR THE COMPLETE INFORMATION ***

NUTRITION PROGRAM

Do you want to:

Live a healthier life?
Develop healthy eating habits?
Have a nutritional understanding?
Identify what types of foods make you feel good?

*** ASK FOR THE COMPLETE INFORMATION ***

LOVE TO BE ACTIVE AGAIN PROGRAM

Do you want to:

Live a healthier, more active life – but don't know how to get started?
Learn about the health benefits of physical activity?
Feel awesome and fit?

LEARN HOW YOU CAN ADD PHYSICAL ACTIVITY BACK
INTO YOUR LIFE
INCREASE YOUR ENERGY, HEALTH AND WELLBEING

AVAILABLE MEAL PLANS

Meal Plan Options

Diet Name	Category	Carbs %	Fat %	Protein %
Atkins - Phase 1 (Induction)	Low Carb	5	60	35
Atkins - Phase 2 (Ongoing weight loss)	Low Carb	10	55	35
Atkins - Phase 3 (Pre-maintenance)	Low Carb	15	50	35
Atkins - Phase 4 (Maintenance)	Low Carb	20	45	35
High Protein	High Protein	30	30	40
Ketogenic	Low Carb	5	70	25
Ketogenic – Higher Protein Variant	Low Carb	5	60	35
Lacto-Ovo Vegetarian	Meat Free	45	35	20
Low Fodmap – Elimination Phase	IBS treatment	25	50	25
Low Fodmap – Reintroduction Phase #1 (Lactose)	IBS treatment	30	45	25
Low Fodmap – Reintroduction Phase #2 (Fructose)	IBS treatment	30	45	25
Low Fodmap – Reintroduction Phase #3 (Fructans: Bread)	IBS treatment	30	45	25
Low Fodmap – Reintroduction Phase #4 (Fructans: Corn)	IBS treatment	30	45	25
Low Fodmap – Reintroduction Phase #5 (Fructans: Fruit)	IBS treatment	30	45	25
Low Fodmap – Reintroduction Phase #6-7 (Fructans: Garlic & Onion)	IBS treatment	30	45	25
Low Fodmap – Reintroduction Phase #8 (Galacto-oligosaccharides)	IBS treatment	30	45	25
Mediterranean	High Carb	55	30	15
Paleo	Low Carb	20	50	30
Paleo with Dairy	Low Carb	20	50	30

Diet Name	Category	Carbs %	Fat %	Protein %
Paleo with Dairy & Legumes	Low Carb	20	50	30
Paleo with Legumes	Low Carb	20	50	30
Pescatarian	Meat Free	35	40	25
Primal Blueprint	Low Carb	15	60	25
South Beach Diet - Phase 1	Low Carb	20	40	40
South Beach Diet - Phase 2	Balanced	30	35	35
South Beach Diet - Phase 3	Balanced	40	30	30
Sports Diet	Low Fat	50	15	35
Vegan	Animal Product Free	50	35	15
Vegan – Higher Protein	Animal Product Free	40	35	25