



## **Weight Watchers reveals why you *can* lose weight without willpower**

**January 2010** - Weight Watchers is announcing the death of the diet via the launch of a book entitled 'A Year's Worth of Good Habits that Could Last a Lifetime'. The UK's largest weight loss organisation has asked its members to contribute with their wisdom to create a book providing the ultimate in 'real life' expert advice to lose weight successfully.

Together real women dispel the myths that losing weight is about deprivation and that it requires huge amounts of willpower. Instead they reveal the key to successful weight loss is to make simple, small behaviour changes that they repeat subconsciously without even thinking about them – otherwise known as habits.

'We understand why people fail when it comes to weight loss resolutions – they create unrealistic goals, setting themselves up for failure before they've even started. What better way to help people reach their weight loss goals than learning from our members who have already succeeded?' says Zoe Hellman, Weight Watchers Company Dietitian.

For the first time other people have the chance to find out how over a million Weight Watchers members each year learn to lose weight and keep it off on the Discover Plan through very practical, liveable and tangible advice.

Dr Aric Sigman, a leading Psychologist comments 'We all live mostly by habit: by not having to think about everything we do, we're able to run mostly on automatic pilot.' Learn a few good habits from this book and it's more likely you will never regain the pounds you lose because you've got into the 'habit', both emotionally and physically, of leading a healthier lifestyle.

Dr Aric Sigman also comments on why changing your habits is far more powerful than willpower 'Willpower for weight loss carries baggage – it implies we must be vigilant in resisting ever-present temptation which increases stress levels. Modifying our every day habits is a far more potent and painless way of achieving most things, including weight loss.'

### **Death of the Diet**

Habits are good news for all those who find themselves vowing to shift excess weight only to fall at the first hurdle. Members divulge how habits have allowed them to:

- Still eat all their favourite foods - 'Cheese is one thing I can't live without. So now I have a smaller piece of something stronger' Penny, London
- Have a social life - 'I have two starters if everyone else goes for a starter and a main.' Morag, Ayrshire
- Not feel the need to be superwoman to fit weight loss into their hectic lifestyle - 'I don't have time to exercise for an hour so I do ten minutes a day instead.' Sarah, Stoke.

The Weight Watchers Discover Plan takes into account real life and this is the reason it has helped over a million members lose weight since it was introduced. 'The reason we have created this book is to ask people to not just take our word for it that the Discover Plan works but to learn the tangible secrets of long term weight loss success from women just like them.', says Zoe. 'Healthy eating and living should not be about deprivation it's about allowing yourself to make informed food choices that not only help you to eat well, feel full and control physical cravings but feed your emotional hunger too.' continues Zoe.

Saska Graville, a Weight Watchers Gold Member whose personal anecdotes provide the introduction to the 52 habits, one for each week of the year, says 'What I've learnt over the course of dropping nearly three dress sizes is that success comes when you change your old patterns of behaviour – both emotional and physical – and form new good habits. And it's not down to luck; it's down to you to change them.'

### **The Kaizen Way**

Making small changes to bring about continuous improvement, as encouraged on the Weight Watchers Discover Plan, is a proven approach backed up by the Japanese philosophy Kaizen. Instead of committing to big moves in behaviour it encourages you to take tiny steps towards a goal, so that changes go almost unnoticed to your brain to help you reach it. Zoe says 'Making big changes to try to lose weight, such as banning a favourite food like bread, often leads to failure because you feel daunted or overwhelmed before you even start. Instead we encourage smaller steps such as learning a few new simple weight loss habits.'

One way to do this is through *Mind Sculpture* – a method developed by Ian Robertson\*. This takes advantage of cutting-edge neuroscience, which is useful when you know what you need to do, but just can't quite push yourself into action. To practice *mind sculpture* you need to spend time thinking and imagining yourself doing something for as long as it takes to tip you into actually doing it. For example before learning to snack on fruit instead of biscuits imagine the smell, taste, sounds when you eat an apple and before you know it you'll be reaching for it without even realising.

Ultimately it is the real habitual behaviour changes, written by real women who have successfully lost weight that set this book apart from any diet. This is backed up by the proven power of learning new good habits to get you to your weight loss goal.

-ENDS-

#### Notes to Editors

- 'A Year's Worth of Good Habits that Could Last a Lifetime' will be available to download at [www.weightwatchers.co.uk/habits](http://www.weightwatchers.co.uk/habits) from 4<sup>th</sup> January 2010.
- Zoe Hellman, Weight Watchers Company Dietitian and Dr Aric Sigman are both available for interview and bespoke quotes.
- For more information and to follow the Weight Watchers Discover Plan entirely online visit [www.weightwatchers.co.uk](http://www.weightwatchers.co.uk) or call 08457 123 000 to find your nearest meeting.
- Ian Robertson, one of the world's leading authorities on brain rehabilitation and author of the book *Mind Sculpture*