



Dump the Diets, Ditch the Scales, Drop the Inches

Mr Paul Lonsdale, Mrs Ann Hirst

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(You can be forgiven for looking at the book cover and thinking: "mmm.... 50 shades of fat loss!") So...you want to lose some weight? (You're perusing the diet book section - it's hardly a Sherlock Holmes deduction.) But which diet do you go for: low carbs; low fat; meal replacements; protein only; points; blood group; soup; fasting; double choc muffins? (Okay, we made the last one up.) Chances are you've already tried a few but they've not worked (otherwise you wouldn't be looking for another diet). But why turn your life upside down by trying to follow someone else's complicated diet plan and end up either starving hungry or eating things you don't like, when the 'rules' of weight loss are so incredibly simple to understand. Why not just design your own eating plan that fits perfectly into your life? After all, you know yourself better than anyone else. So just how do you do this? (Easy - buy this book!!) Lifelong personal trainers and nutritionists, Paul Lonsdale and Ann Hirst, have the answers. They have spent the last 30 years successfully teaching these 'rules' to thousands of their clients, helping them to not only achieve the shape they were looking for, but more importantly, to keep it as well. "The true success of a weight loss plan is not measured in days, weeks or even months but in a lifetime - once it's off, it's got to stay off!" Using simple lessons from humanity's early evolution, mixing them with unarguable bits of biology and physiology, then adding a liberal sprinkling of common sense and finally topping it all off with a dash of humour, their brand new book brings all of their knowledge and experience together in one, complete volume. It doesn't pull punches and challenges much of the conventional thinking about weight loss. 'Dump the Diets, Ditch the Scales, Drop the inches' is written in three distinct parts: Part 1: 'An Uncomfortable Truth' provides all the answers, in clear, no-nonsense terms, how to easily overcome the problem as to why your body gains fat and then stubbornly refuses to lose it. In Part 2: 'You don't need to live like a saint to have the body of an angel' you'll learn everything you need to know about proteins, carbs, fats, etc. and it will demonstrate how easy it is to design your very own eating plans. In Part 3: Train Smarter, Not Harder it's all about exercise; explaining how to put an effective training programme together and you may be surprised when you learn that it's not how much you need to do, but how little! 'Dump the Diets, Ditch the Scales, Drop the inches' has its foundations laid solidly in logic and science but its unarguable success is built purely from experience and results in the 'real world'. Very simply, it will teach your head the 'rules' that your body has always known!

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