

LighterLife clients shed weight in 2008

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LighterLife, the weight-loss and weight-management programme for people who are one stone or more overweight, has announced that it has helped the UK shed almost 94,000 stone in just one year.

Up and down the country, LighterLife clients have lost an amazing 93,719 stone - that is the equivalent weight to 30 of the 32 pods on the London Eye and one and a half Angel of the North bronze statues.

In just 12 months LighterLife has shown clients how to lose weight (http://www.lighterlife.com/how_does_lighterlife_work.aspx) and change their lives beyond recognition and many have gone from struggling to walk or run to taking part in cycle rides, running marathons, climbing Mount Kilimanjaro, taking up dance classes, holidaying abroad for the first time, changing careers or simply just playing with their children.

Sara Jamison, Sales and Marketing Director, LighterLife commented: "Every day we receive so many inspirational stories from clients who have a new lease of life after losing weight on the LighterLife Programme. All of our clients have their own unique weight-loss journey whether they have one stone or 15 stone to lose. Not only do our clients benefit physically from their weight loss but also emotionally and the counselling techniques we offer them show them the reason behind their overeating and teach them how they keep the weight off in the future."

She continued, "With the introduction of the new LighterLife Lite Programme which is available to those people who are one stone or more overweight, we will be able to reach people before they tip into the obesity danger zone and help even more people across the country lose weight fast (http://www.lighterlife.com/join_lighterlife_now-1.aspx) and manage their healthy weight in the future."

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About LighterLife:

LighterLife is a weight loss (<http://www.lighterlife.com/>) and weight management programme (<http://www.lighterlife.com/>) for people who are one stone or more overweight and with a body mass index of 25 or above. Over 100,000 people have successfully lost weight with LighterLife since 1996.

The unique LighterLife approach offers programmes specific to the obese and the overweight in the form of nutritionally complete soups, shakes and bars combined with specialised counselling using cognitive behavioural therapy (CBT) and transactional analysis (TA) techniques. Clients benefit not only from rapid, safe weight loss but they also learn the behavioural changes needed to sustain it.

Founded in 1996, the LighterLife Programme was developed by three of its directors - Jackie Cox, Bar Hewlett and Rebecca Hunter.

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