

# Join 'The Weight Loss Revolution', a sure way to a healthier slimmer you.

Submitted by: Weight Loss Guru

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Pete Cohen aka The Weight Loss Guru, TV presenter and previously GMTV's resident life coach, is launching a campaign to 'ditch the diet forever' and turn what is so often the inevitable failure of the New Year resolutions to lose weight, into the long term success of a 'Weight Loss Revolution'. Starting on 1st January 2013, Pete Cohen is offering everyone the opportunity to join his weight loss plan for just £1.00 and to learn how to lose weight effortlessly and make healthy changes for life.

"Old habits die hard and we know that millions will turn to dieting for weight loss", said Pete, "but we all know that diets don't really work but, just like comfort food, people go back to what they know. 'Diet' is a really destructive word often based on deprivation and starvation. Weight Loss Guru is different, it is a

programme that coaches people to make healthier choices and break bad habits. We teach, guide and support 24/7, to work together to achieve long term success."

"The programme, Weight Loss Guru (<http://www.weightlossguru.com>), makes people feel welcome and part of a team which really helps to support, and the results prove that it works", says Pete. Weight Loss Guru explodes the myths that hold people back such as: 'eat less and do more'; 'fat free food leads to fat free bodies'; 'counting calories is the key' and 'cereal bars are lower in sugar than chocolate and sweets.' The Weight Loss Guru programme is not a quick fix, it's aim is to educate people to take control of what they eat and how they exercise.

The main differences to The Weight Loss Guru's approach as opposed to more traditional diets can be summarised as follows;

- No complicated formulas.
- No rules, just tools to aid success.
- There are nine tools – choose which to use: 'a little change can make a big difference'.
- No punishing exercise regime, exercise when it feels right.
- An easy to follow online programme – it takes 10 minutes a day.
- Fantastic healthy meal plans and recipes.
- Online video coaching from Pete Cohen every step of the way: It's like watching TV.
- A support network that is available 24/7 via our community blog and Facebook page
- It's flexible – you can fit the programme around your everyday life
- You don't need to diet just eat in a healthier way

This programme is designed for people who want to lose a substantial amount of weight or just a few pounds to look trimmer - either way its aim is to help find a way to live a healthier more energetic life.

For more information visit: [www.weightlossguru.com](http://www.weightlossguru.com)

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Notes to Editors:

About Pete: Pete Cohen has worked on all major television channels presenting and appearing in high profile roles with his enthusiastic and inspirational presence. One of television's most motivational personalities, Pete has inspired and motivated audiences on ITV's 'Fat Chance', BBC 2's 'Confidence Lab', BBC 3's 'Fantasy Retirement' and Channel 4's 'Going for the Burn' alongside many other appearances. Pete also enjoyed a highly successful run as GMTV's Resident Life Coach and took part in the hugely popular 'Inch Loss Island' segment.

About the programme:

Weight Loss Guru is a revolutionary online Weight Management Programme that empowers people to take control of their weight, health and happiness.

It is a cutting edge 28 day programme, and is delivered on line by a number of videos presented by Pete. Users are introduced to state of the art powerful tools and techniques that will enable safe and effective weight loss. It's flexible and fits easily around people's busy lives. It covers 4 main areas, including nutrition, exercise, motivation and will power. Weight Loss Guru is community driven where members can interact and help each other 24/7.

This is not a diet but a new way of living.