

# The New Year's Resolution Paradox – How Resolutions Can Sabotage Weight Loss

Submitted by: Kin Communications2

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- 48% of Brits list losing weight as their top New Year's resolution
- The 17th of January is Ditch New Year's Resolution Day
- Less than half (48%) stick to resolutions
- Expert advice to stay motivated

New year, new me. We say it every year and more likely than not those lofty goals we choose fall short of expectation. The pressure of attempting these tasks can often be more stressful than the task itself. However, losing weight for the new year doesn't have to be a negative experience.

Leading weight loss Hypnotherapist and the Founder of HypnoSlimming (<https://www.hypnoslimming.com/>), Adam Cox, has investigated the effects on those setting January weight loss goals.

"Resolutions are a massive cause of stress and guilt; my advice is to ditch resolutions and set goals instead. Resolutions to lose weight or go to the gym more are so meaningless it's impossible to actually have any sense of achievement or progress. Also, most people set a weight loss goal with a weight, whereas I encourage my clients to set a target body fat percentage. When you go to the gym and start working out you can increase muscle mass, so you may be getting healthier, fitter and have less fat but not necessarily lose weight. Also, when you exercise you drink more water and a large glass of water weighs about 1lb even though it has no calories and is healthy. Lower body fat is a better sign of success than weight".

With swathes of the population opting to start their weight loss kick in the year's most gloomy month, motivation can be harder than ever.

Adam explains why motivation shouldn't hold people back.

"Most people forget how important the emotional and mental side of things are. People tend to eat more when they feel stressed or guilty, the irony is that broken resolutions create more stress and guilt than setting none at all. When people have clarity, confidence and feel resourceful it's actually easier to lose weight. Hypnosis has proven to be incredibly helpful to tap into powerful resources that can make weight loss fun and easy. To take a free suitability test visit the Hypnoslimming site (<https://www.hypnoslimming.com/>)".

With this in mind Adam provides his top five tips for keeping your New Year's resolution under control;

- Ditch resolutions which are ambiguous, badly defined and impossible to maintain and set goals instead.
- Set inspiring and motivating goals with achievable and measurable milestones.
- For weight loss focus on body fat percentage rather than weight.
- Be clear on your process or strategy to achieve your goals. Good examples could be: 10,000 steps a day, no processed sugar or fizzy drinks, going to the gym three times a week. Strategies aren't

resolutions – if you have a bad day or miss a workout start again tomorrow.

- Take a free suitability test to see if hypnosis could help you achieve your goals.

If you want to start your weight loss resolutions on the right foot in 2018 visit HypnoSlimming

(<https://www.hypnoslimming.com/>)

ENDS

Adam Cox is available for broadcast interviews, is available for radio ISDN interviews and can provide comment upon request. Contact [danielle@kincomms.com](mailto:danielle@kincomms.com) or call 02077179696.

Notes to Editor:

Adam Cox is a fully insured clinical hypnotherapist that qualified with the LCCH, is a member of the BSCH (British Society of Clinical Hypnotherapists) and listed on the GHR

(<http://www.hypnotherapy-directory.org.uk/hypnotherapists/adam-cox>)

Adam has worked with celebrities and CEO's and is often featured in the UK media.

Visit Hypnoslimming (<http://www.hypnoslimming.com/>) for more information.