

# THE FIGHT AGAINST ADULT OBESITY

## Why Dieting & Working Out is not the answer but the problem

**Weight loss success story, healthy lifestyle expert and best selling author Alice Greene explains...**

**Why people struggle to reach their weight loss and fitness goals to look their best, despite all the dieting and fitness programs available - plus the secrets to long-term success.**

**Invite Alice to generate a lively discussion when she shares:**

- Why the Fight Against Adult Obesity
- The solution missed by fitness, diet and medical experts
- 6 ways to become a long-term success story
- How dieting leads to obesity and poor health
- Ways to eat healthier without feeling like a diet
- The real reasons people overeat, particularly at night
- How allowing forbidden foods will curb your cravings
- How to conquer emotional eating
- Why working out can undermine your fitness goals
- Ways to make exercising easy to do and more enjoyable
- How weighing yourself can lead to more weight gain
- How willpower kills your motivation
- The 2 types of motivators and which keeps you on track
- Ways to stay in control and on track through any holidays

Everyone wants to feel good about their body and their self. As Alice will explain, the struggle with being in shape isn't from a lack of diet and fitness experts, programs or reality shows. In fact, they are often a big part of the problem. They create diet and exercise rules only a minority can live with. Worse, they focus on what you should do, not how to solve the underlying subconscious beliefs and emotions that are at the heart of why people struggle to live a healthy active lifestyle.

The majority of your listeners beat themselves up for not being able to fully comply with their diet and fitness programs, but maybe they have valid reasons worth understanding. They also carry mental and emotional baggage about food, fitness, their bodies and themselves that subconsciously sabotage their ability to reach their goals of looking good or to stay on track.

The way to breakthrough the barriers to success is by breaking the experts' rules, focusing on a healthier, confidence-building approach, and addressing hidden baggage that drive behaviors.

Alice will share with your listeners the HOW TO secrets in creating a healthy and fit lifestyle they can thrive on for long-term results and getting a body that feels great, instead of more yo-yo dieting and exercising dogma they can't stick with.

### Alice Greene – 52 and a Success Story

**America's Healthy Lifestyle Coach**

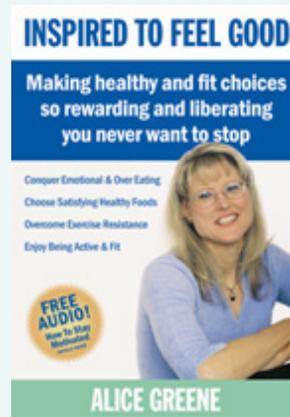
**Author: *Inspired to Feel Good***

***Feel Great in Your Body for women***

**Co-author of best seller: *Wake Up Women***

**Former Internet talk radio show co-host of *Living Your Personal Best***

**Coach: *New You Healthy Lifestyle Contest*  
9-year weight loss & fitness success story**



**Books are available at**

**[www.aHealthyLifestyleWorks.com](http://www.aHealthyLifestyleWorks.com)**

### Shocking Facts:

- 40% of Americans between 40-59 years old are obese (34% of those over 20 are obese)
  - 17% of school-aged kids are obese
  - Obesity rates have doubled since 1980, the first year low-fat dieting was promoted by MDs, media, government & the food industry
  - More men and women have dieted in the past 25 years than ever before in history
  - 45% of women, 25% of men are on a diet today
  - 95% of dieters will regain the weight they lost
  - 35% of dieters will progress to eating disorders
  - Emotional eating can lead to eating disorders
  - 78% Americans don't reach activity guidelines
  - 25% are completely sedentary
  - 76% increase in adult type 2 diabetes since 1990
- Clearly, what has been recommended isn't working!

**Alice Greene is available for interview**

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