

PRESS RELEASE

1 Pound a Week - A Guide to Weight Lose & Life-Long weight control

Paperback book, ISBN: 978-0-9564923-0-2.

E-book, ISBN: 978-0-9564923-1-9

Losing weight can be easy, successful and life-long; find out how.

Oxford, England, February 2010: Food should be a fuel to drive our bodies to allow us to work rest and play. However, over time humans have established a highly complex relationship with food that has penetrated deep into our subconscious resulting in a significantly high percentage of us becoming overweight.

1 Pound a week is a plan that cuts away all of the misguidance, and misdirection associated with modern dieting, and establishes a simple, natural, successful programme that works with your body and mind and allows your commonsense the opportunity to guide you to a new approach to food and the relationship you have with it. It is not just about losing one pound a week, it is something much bigger; it is about establishing a set of circumstances that ensure weight loss, and continued success.

Written by the successful innovator Angus Rock, he brings his innovative thinking to the age-old issue of weight loss and weight control in a refreshing, frank, and often witty description of his own journey to find a new, and above all, effective way to lose weight, and gain back the weight control he last experienced in his twenties.

By taking a fresh approach to solving the often complex issue of losing weight, he has discovered a simple, no nonsense plan that practically everyone can follow and succeed with. The simplicity of the 1 pound a week plan overcomes the complex internal conflict we all experience between our conscious and subconscious brain. The plan helps to co-ordinate these two parts of the brain to work together and then a special set of conditions are established that can result in anyone achieving considerable targeted weight loss, and life-long weight control. This is a fascinating story into the workings of our minds, and how little changes can make huge differences.

Also explained in the book is why diets don't work, and what it is in our brain that stops diets from working long term. By understanding and bypassing a key flaw in the way our brains work, we can create a plan that is seen as easy by our conscious and subconscious brain which means it can be adopted long term, in fact, life-long. Once you have started, you can plan the weight you would like to achieve, and with time on your side, be confident that your journey will get you there, whilst at the same time enjoying, guilt free, all the foods you love and enjoy. It really is easy, as commonsense so often is, the 1 Pound a Week book simply shows you how!

Editors: For more information visit www.1poundaweek.com or contact:

E-mail: info@1poundaweek.com , Tel: +44(0)1865 326600

Contact: Angus Rock

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