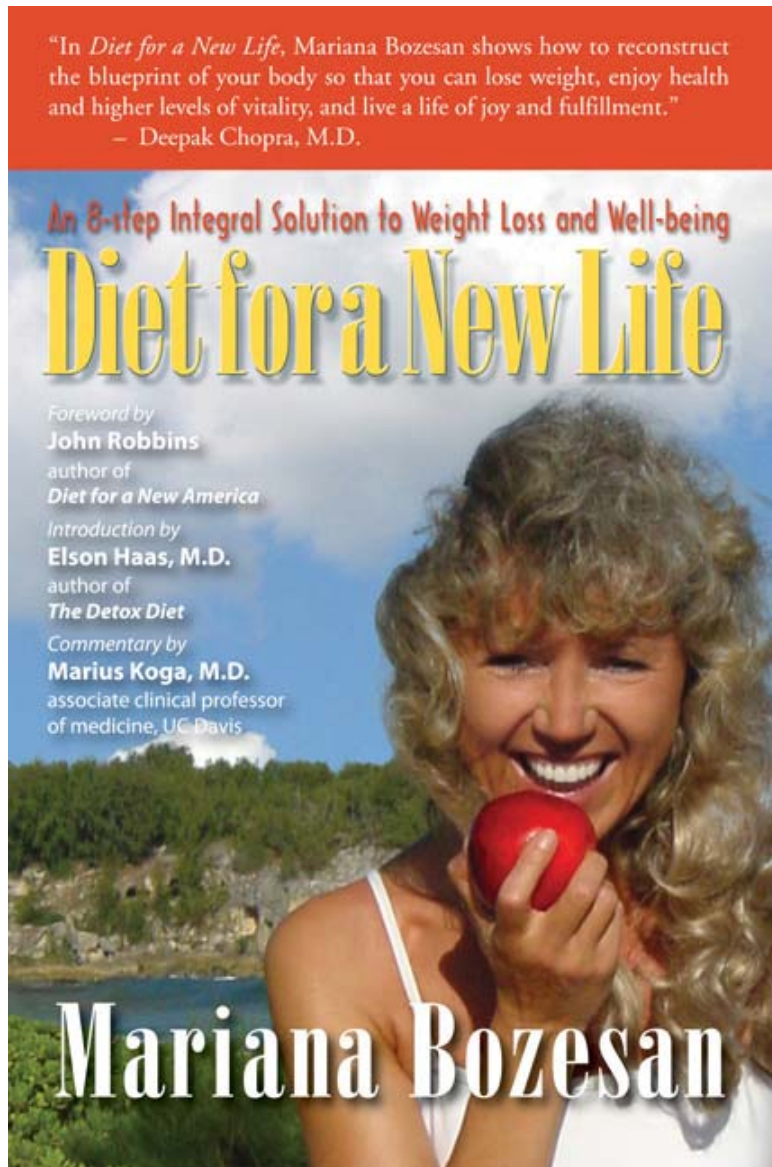


WHY IS THIS BOOK NEWSWORTHY?



Diet for a New Life is **the first integral book on permanent weight loss** that addresses the entire person—physically, emotionally, mentally, and spiritually.

A poll performed by AARP's found out that at the top of the New Years resolution for 2007 was – not surprisingly – “weight loss” followed by “being more spiritual.” This shows how much people are in need for a holistic approach to life that helps us integrate *all* aspects of existence including the physical, mental,

emotional, and spiritual. There are literally millions of books, products, and services around diet and weight loss. Yet, they all only scratch the surface in addressing the challenges we face with overweight and obesity and their devastating implications. We have embraced a quick-fix mentality that obviously does not work in the long term. As a society, we believe the promises made by the majority of the current weight-loss offerings, which, with their **narrow focus**, do not support ***permanent lifestyle changes***. While it is true that any change to diet or lifestyle triggers weight loss in the beginning, traditionally most diets do not bring lasting results.

Diet for a New Life is uniquely positioned to succeed because it presents the ***only truly holistic approach to the multidimensional problem of weight management***. It encompasses the following components in an integral and compassionate way:

- **The Physical Body:** Nutrition, exercise, and detoxification at a cellular level are the foundation of health regardless of weight. We need to understand how food and exercise affect our bodies and accordingly how to make the right choices. The use of an unusual cuisine (such as pre-packaged foods), calorie counting, special shakes, or other processed foods cannot be sustained long term because they are alien to who we are as human beings. With the right motivation, however, a ***1-percent-per-day shift*** that brings us closer to nature itself and our true nature as human beings is easy to achieve and to sustain long term. It allows us to change and adopt healthier habits where we live, ***within our own environment***.
- **The Psychology of Change for Permanent Weight Loss:** At the root of any successful weight-loss program is an extraordinary

psychology that starts out with a thorough investigation of one's belief systems, identity, and emotional mastery. Only if we are truly able to let go of our old beliefs about food, our old identity, and destructive life style can we establish new goals and work toward a more meaningful existence. Improved relationships with ourselves and others, enhanced success at work, as well as higher self-esteem will lead to the cessation of emotional eating and promote higher levels of happiness and better health.

- **Conditioning for Weight Success:** We often understand what we should do but cannot get ourselves to do it. This book supports **permanent weight management** by actively engaging the reader in the program. Through the creation of daily routines, this book helps harness the power of **attention, intention, and motivation** to sustain the formation of healthy habits. It shows people how to hold themselves motivated and accountable, guiding them through the measurement of progress and propping them up through relapses. Most of all, it is *positive, joyous, and fun!*
- **Online Program and Website Community:** A book is sequential by nature. Human beings, however, do not operate in the same way. To produce healthy and permanent results, dieters ideally ought to be coached personally and in a local setting. This is why the author has developed the online support program, which includes the necessary community of support, a 3-months coaching system, regular teleconferences, teleseminars, and additional top expert resources such as articles, interviews, and new products.

Furthermore, **Al Gore's movie "An Inconvenient Truth"** has just received two Academy Awards. This honor for this kind of movie would have been unthinkable a couple of years ago when America was not ready to ratify the Kyoto Protocol. Up until now, we were not ready as a nation to face the truth about reality on earth.

Diet for a New Life is An Inconvenient Truth about diets. Like Al Gore's movie, *Diet for a New Life* conveys the same inconvenient message about the root of today's overweight epidemic an integral, compassionate, and authentic way. It shows what creates imbalance and asks us to face the truths about our physical bodies and provides a way out of the crisis. It shows how we can recreate health and beauty. To stick to the comparison with Al Gore's movie: it is pollution that is a major contributor to bringing our planet out of balance and it is also nutritional, mental, and emotional pollution that are, for instance, major contributors to overweight and disease.



In summary, *The Diet for a New Life (DFNL) book and online program* provide a significantly different course of action from current offerings in the following ways:

1. It is **holistic** in that it addresses the *entire person* including the body, mind, emotions, and spirit. Successful weight management is not about going on a diet or working your guts out. DFNL helps people lose weight **without going on a diet by promoting and supporting a 1% per day shift**. It offers a weight management solution that is respectful of each person as an individual spirit with a mind and not just a body that needs to be starved and whipped into shape.
2. It is **integral** in that it helps people integrate the various parts of themselves (body, mind, emotions, and the environment). More importantly, it promotes lasting change by **meeting people in their own environment** and by encouraging them to integrate healthier habits where they are.
3. It is **compassionate** in that it makes it **easy, fun, and enjoyable** to bring about lasting change. DFNL uses the most modern methods of behavioral and cognitive psychology to help people live in line with their natural beauty and innate intelligence.
4. It provides a **paradigm shift** in weight loss and weight management. It moves away from focusing only on the effect (fat) of the overweight and obesity and it also addresses the *source* of permanent weight loss. At the core there is the psychology of dieters as well as their social environment, belief systems, identity, habits and rituals, and emotions. The book addresses all of these aspects in one system.

5. It is ***honest*** and lets people know there is not one single solution to the current epidemic. There are several ways of conquering it, but each and every one of them has to honor and respect each individual's social, cultural, mental, emotional, spiritual, and physical needs.
6. Based on personal experience, the author helps ***people go beyond a regular diet*** by showing how they can also address health challenges and physical pains that often can sabotage weight-loss efforts.
7. It ***honors human differences*** in that it respects and supports different body types, needs, and preferences. To address those needs, which no single authority can deal with alone, the author introduces extraordinary additional expert resources. She provides a comprehensive and scientifically well researched browser for resources both in the book and online at www.sageera.com.

Short Facts:

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