

SLIMMING DIET WINS AWARD

By Hayley
Davison



Linda O'Hern, Lighter Life

The Lincolnshire Telegraph is proud to present the prestigious Business Achievement award to Lighter Life, in the category of Slimming.

An eating addiction programme plans to challenge the NHS to provide better medical support to individuals who want to tackle their obesity issues.

Lighter Life is a weight loss programme that supports its member's to lose excess weight of 3 stone or more, whilst providing group counselling sessions to help individuals learn about their food addiction.

Linda O'Hern, a qualified Counsellor and Weight Management Consultant at Lighter Life said: "We want to really challenge the NHS to give better medical care and support to individuals with eating disorders and obesity. Lighter Life is providing on a commercial basis what the NHS ideally needs to provide; counselling sessions based on Cognitive Behavioural Therapy and Transactional Analysis and an abstinence programme. It is an incredibly powerful and effective approach."

The innovative programme is

medically monitored and is one of a small minority in the UK that accords with regulations set by the National Institute of Clinical Excellence. It has 275 counsellors across the UK, poised to combat obesity as a food addiction.

Mrs O'Hern said: "Lighter Life has a two tier programme in which women can lose up to 3 stone in 14 weeks and men can lose up to 3 stone in 8 weeks through a low calorie diet made up of shakes, bars and soups. Clients are then supported whilst they learn to manage their new weight and turn it into a long term lifestyle change which on average takes 9 to 12 months to complete."

The radical diet scheme is part of the process to help deal with the emotional issues of overeating, taking away conventional food and then reintroducing it slowly back into the diet, without the need for painful or intrusive surgery.

Mrs O'Hern said: "Overeating is a symptom, not the underlying cause of obesity; we work to get to the root of the problem. Alcoholics don't drink because they are thirsty; likewise those that are obese don't eat because they are hungry or greedy"

"Ideally the NHS needs to start playing their role and look at

measures to combat obesity in the UK, like they did when they adopted the "stop smoking" campaign. The Wansworth report highlighted this need before they have to start managing an epidemic and Lighter Life is one option they could consider, because weight issues are not always straightforward. Then we will have more satisfied GP's and patients like Heather Coffey who no longer needs any drugs to contain her Type 2 diabetes, or Lynne Brennan who no longer requires a hip replacement. If patients are given choice by their GP's as to how they want to lose the weight they will feel more empowered and supported and will be much more likely to succeed."

If you think Lighter Life may be an option and you would like further information about the programme you can either telephone Linda O'Hern on 01522 705124 and book an appointment or visit the website at www.lighterlife.com.

LighterLife
Life in balance

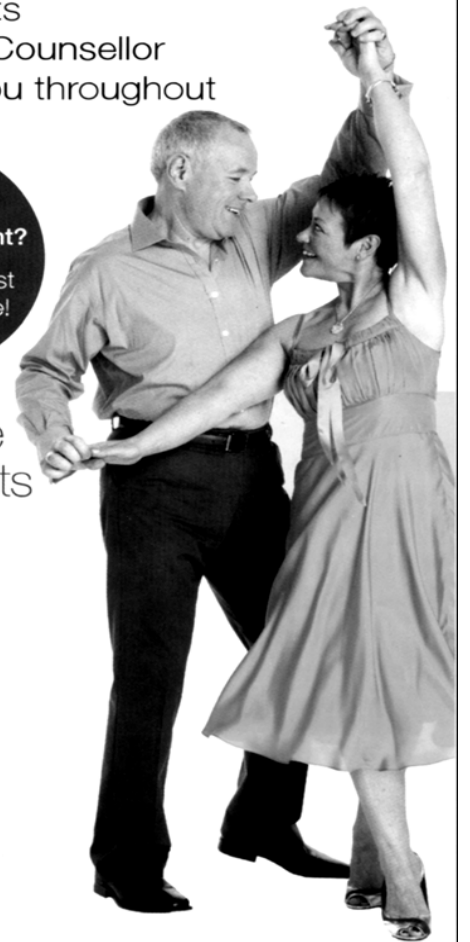
The only problem with losing
10 stone between us is...

"When we were overweight, we were the original couch potatoes with soaring blood pressure and cholesterol levels. Now we've got so much energy that on a recent holiday we walked all day and danced all night. Thanks to LighterLife, we've got our social lives back."

- Medically monitored
- Meets all your nutritional requirements
- A qualified Counsellor supports you throughout

3 stone or more overweight?
Lose weight fast with LighterLife!

...now we're
out 7 nights
a week!



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