

Media Release

Spoons for Thought - Being Spoon Savvy is the Key to Weight Loss



Results from the latest Australian Health Survey show that an alarming 63% of Australians are now classified as overweight or obese - the highest rates ever.

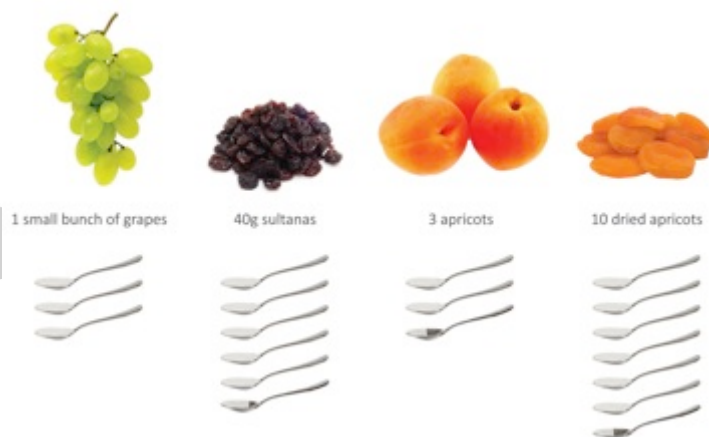
It is predicted that obesity rates will double within the next 20 years, and the health implications are dire with obesity linked to diabetes, heart disease, high blood pressure, stroke, sleep apnoea, fertility issues, gallstones, kidney stones and joint and limb issues. That's not including the social and emotional impacts.

While there are a multitude of diets out there, cutting out carbs, eliminating whole food groups, living on liquids only and other ridiculous fads, they won't sustain long-term weight loss.

According to dietitians Justine Hawke and Sally Johnston, the key to losing weight and keeping it off is to simply cut down the fat and sugar consumed. But this is easier said than done.

"A lot of people have difficulty managing their weight as they simply don't realise what is hiding in the food they eat, even when foods are portrayed as healthy," says Justine. "Those 'health foods' can be loaded with fat and sugar which people are unknowingly adding to their diets resulting in weight gain."

So they have devised a simple but remarkably effective way to help people lose weight and keep it off. No gimmicks, no fads, just a simple solution to weight loss.



Spoons for Thought is an easy to follow visual guide, containing over 250 photos of real foods, and the teaspoons of fat and sugar they contain. It shows how you can make simple dietary changes to become healthier, feel good and reduce your weight making weight loss achievable for everyone.

"The idea behind Spoons for Thoughts is to empower people to make small, achievable, permanent changes to their diets to improve their health," says Sally. "Reducing 5 teaspoons of fat or 10

teaspoons of sugar each day can lead to a weight loss of 1kg per month. It may seem small, but that adds up to 12kg per year. This is significant, as we know that even a 5-10% weight reduction can reduce health risks."

With 25% of children overweight or obese, Spoons for Thought is a wonderful tool to use with them as well (however, it is important to note that until the age of two children should be provided with full fat dairy products to account for their increased energy needs) as it allows an increased understanding of healthier food choices, but avoids themes of deprivation, calorie counting, good and bad foods etc. that can lead to a poor relationship with food later in life.

“Our clients are finding that making simple changes can really make a big difference,” says Justine. “Having struggled to manage his weight for 50 years, one client has lost almost 80kg using the principles in **Spoons for Thought**, which is absolutely phenomenal.”

It really is easy, effective and stress free. If you keep your fat and sugar consumption under control you will lose weight.

Spoons for Thought – Making sense of the food you eat



Spoons for Thought provides a simple visual guide to identify the fat and sugar hidden in many of the foods you eat each day.

Far from being another extreme, ‘fad’ diet, it offers practical solutions to improve your health and wellbeing, without depriving you of a variety of delicious foods.

Spoons for Thought helps you make sense of the food we eat. With over 250 photos of real foods, and the teaspoons of fat and sugar they contain, you can make

simple dietary changes to become healthier, feel good and reduce your weight.

The difference with **Spoons for Thought** is it does not tell you what not to eat, but rather provides practical ideas on improving your food choices.

It teaches you how to:

- Choose foods and meals that are lower in fat and sugar
- Identify foods lower in saturated fat and salt
- Read and interpret food labels
- Understand nutrition claims and messages
- Choose from restaurant and takeaway menus
- Modify your recipes and cooking methods
- Make healthy snack choices
- Prepare balanced, healthy meals
- Make simple swaps on your shopping list

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www.spoonsforthought.com.au - purchase details

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