



## Emotional book launch at the Swiss Club

There was hardly a dry eye in the house as Swiss Club Committee Member Sigrid de Castella spoke at the emotional launch of her new book 'Half The Woman I Was ~ How I lost 70kg naturally, reclaimed my life... and how you can too!' held at The Second Floor at the Swiss Club of Victoria on 27 June 2012.

Sigrid was introduced by her good friend international artist Aubrey Rhodes who applauded Sigrid for her courage, dedication and inspiration.

Aubrey explained "Sigrid's new book is about a real person. She shares with you an intimate account of her amazing success and her overwhelming struggle with weight and body image. This book is a personal insight into the determination and dedication of a real-life woman who overcame the incredible challenges and the overwhelming doubts one confronts when taking on a goal so intimidating, so daunting, as losing over 70kg (half her body weight) without surgery or dieting. I can honestly say it is one of the most inspirational stories I have ever read".

Aubrey continued "When you read the book you soon realise that Sigrid is a regular person like you and me. She isn't superhuman, but she does show us what amazing feats regular people are capable of. She makes the impossible, not just possible, but attainable and gives us one more reason to believe in ourselves, to dream big, and to take control of our lives, our minds, and our bodies."

Around 75% of Australia's population is now overweight or obese and despite more than 2,307 weight loss companies in Australia offering their solutions Australians just aren't getting any thinner. Many are now asking why?

Sigrid will be the first to acknowledge that it can often be hard to cut through the clutter and find real solutions that will actually work long-term. She explains "virtually all weight loss companies only focus on diet and exercise which is simply insufficient. Diets simply don't work – if they did they wouldn't need to keep reinventing themselves. These Band-Aid approaches may give you some short-lived success for a few weeks, but sure enough, that weight will keep coming back, and often with a little more each time."



However, Sigrid believes the real weight loss solution can be simplified through a process of education and realization about the combined mind, body and spirit, and she has the proof to back it up.

"It's the mental battle that is the third and most crucial spoke in the weight loss wheel." She continues "The word "diet" has a quick fix connotation that is not only unachievable and unsustainable long term, but

actually does more harm than good to your body. We all know that realistic eating and exercise plans are part of the solution. But the truth is achieving your ideal size is virtually impossible long-term without implementing a lifestyle program that includes comprehensive mental reconditioning. Only then can you achieve lifelong health and vitality."

Sigrid's groundbreaking new book provides a real solution based on the secrets she's unlocked during her own journey. Her book has been described by many as the most holistic weight loss book on the market to date.

In fact Sigrid says her book will not only change your body, it will change your whole life. And to support you in your own personal journey she's included over \$3,000 of bonuses, tips and tools via her website for those who buy her book and join her free VIP program.

The book launch was attended by over 60 people including Sigrid's publisher Global Publishing Group and her Australasian book distributor Dennis Jones and Associates. Many business colleges, family and friends also attended the celebrations which were sponsored by Scent of a Flower, Market Juice, Organic Matters, Water First and Yalumba Wines.

Sigrid's book 'Half The Woman I Was' is priced at \$29.95 and available in all good bookstores throughout Australia and New Zealand, as well as from her website [www.HalfTheWomanIWas.com](http://www.HalfTheWomanIWas.com)



**Planning your private or business function? The Second Floor is the perfect venue! Contact 1300 893 968 for information & bookings.**

