

FOR IMMEDIATE RELEASE

EXTENDED BY SPECIAL REQUEST

LONG-TIME JOY FM SUBSCRIBER PROMOTES ON QUEER DEALS

If you missed it the first time then don't miss out now! New Melbourne author and weight loss guru Sigrid de Castella, long-time Joy FM subscriber, has an extra special deal for the gay community exclusively on QueerDeals.com.au which has been extended by special request until 21 October.

Spring is in the air and it's time to forget the lotions and potions, the pills, shakes and weight loss machines that never seem to work. Instead, find out the real solution to weight loss and get a jump start on your health and vitality for summer with de Castella's new book "Half The Woman I Was ~ How I lost 70kg naturally, reclaimed my life ... and how you can too!"

Australia's obesity statistics are staggering: ABS data suggests that 62% of all adult Australians are overweight or obese, up from 54% just three years ago and, in a culture that increasingly values a prescribed notion of physical beauty, there is growing pressure on Australians to change this statistic.

Australians are suffering from an information overload when it comes to their weight, health and fitness. With more than 2,307 weight loss companies in Australia alone, it can often be hard to cut through the clutter and recognize who is being genuine.

An ever-growing amount of consumer spending is being directed toward efforts to get thinner and healthier, too. In 2011, Australians spent \$789.6 million on counseling services*, low-calorie foods and shakes, diet cookbooks, weight loss guides, dietary supplements and even surgery in their quest to slim down. But we're not getting any thinner.

de Castella explains why, "Virtually all weight loss companies only focus on diet and exercise which is simply insufficient. It's the mental battle that is the third and most crucial spoke in the weight loss wheel".

The Baker IDI Heart and Diabetes Institute declared that in 2008 Australia had become the world's fattest nation and that the health system was sitting on an obesity related time bomb that will cost billions in health care over the next two decades. Australia's collective waistline continues to expand and the debate around our health as a nation is a constant reminder of what is to some, a daily struggle.

But de Castella believes the solution can be more simple. She believes weight loss is a process of education and realization about the combined mind, body and spirit – and the journey starts with cleaning out your physical and mental surroundings.

"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."

Her revolutionary new approach to weight loss has been hailed as the most holistic to date - and her book is helping hundreds of people already.

“Fad diets simply don’t work – if they did they wouldn’t need to keep reinventing themselves. You might have some short-lived success for a few weeks, but sure enough, that weight keeps coming back, and often with a little more each time. Yo-yo diets not only place a huge amount of stress on the body and its systems, it’s mentally very stressful, weakens the immune system and slows down the metabolism making it harder each time to lose weight.”

More than 60% of Australian women are now seeking alternative therapeutic solutions to their health problems with the Australian natural health industry generating over \$2.3 billion a year.

“Half The Woman I Was” harnesses de Castella’s proven system for creating lasting change. But it’s not just a book about losing weight – it’s a holistic program designed for life-long freedom.

With the book comes free Bronze VIP Membership with over \$3,216 worth of bonus reports, programs and tools. From a Simple Eating Plan to a Resistance Training Program (and so much more), this is an empowering and comprehensive program full of the tools and travel tips the reader needs for their own journey – and it’s not just for women.

Until 21st October QueerDeals.com.au has a \$99 deal which includes

- a copy of de Castella’s new book “Half The Woman I Was” (RRP \$36.90 delivered);
- Bronze VIP Membership (Valued at \$3,216); plus
- 2 tickets to “An Evening with Half The Woman I Was” (6:30PM – 8:30PM, Melbourne CBD) on either 29 Oct 2012 or 23rd Jan 2013 (Valued at \$194)

Website Deal:

<http://queerdeals.com.au/deals/57-off-weight-loss-book-and-seminar/>

*According to IBISWorld’s Weight Loss Services market research report.

For more information and images, please contact:

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