

12 JUNE 2012

MELBOURNE HAILS NEW WEIGHT LOSS GURU

Book Launch Wednesday 27th June 2012

New Melbourne author Sigrid de Castella believes she has unlocked the secret to long term weight loss and mapped the way through the mental and physical battle with her new book "*Half the Woman I Was*".

The new Melbourne author celebrates her launch into publishing with an exclusive launch on Wednesday 27th June at The Second Floor, Swiss Club of Victoria, 89 Flinders Lane, Melbourne.

The book is the first from de Castella who promises more after the gratifying experience of penning her success in changing her life for the better.

de Castella decided to write the book following almost 30 years of battling with her weight before deciding to take her life in her own hands. Upon commencing her journey, de Castella believed there were likely thousands of other out there also wanting to commence the battle.

Wanting to help ease the pain of their struggle too, de Castella started her honest book in the hope it would inspire others to take the journey.

de Castella explains, "I grew up an obese child in a family of athletes. Running marathons was something that most of my family did regularly - or had done. Health and fitness was something that was valued incredibly highly, particularly as my uncle was an advocate of Pritikin. As a result always felt out of place in my family and, as I grew older and my weight increased, I felt more alienated, like I had been dropped into someone else's family of fitness freaks."

"As if being a fat child wasn't painful enough with all the teasing and name calling from the other kids, being a fatter adult was even worse. Having a famous surname synonymous with health and fitness, I was shamed almost every day as people who were introduced to me or saw the name on my credit card asked me if I was related to the Commonwealth Games Gold medalist. After replying in the affirmative I often felt their eyes gaze me up and down and silently ask the painful question "so why are you so fat?"

"It was not until I was 34 years old and weighing in at more than 143kg that I hit the wall and the answer to my lifelong problem revealed itself. It was only when I was ready, and willing to see, that the fog lifted and the 'Secret' was exposed. The solution was so fundamentally logical and technically brilliant that I couldn't believe no one had told me about it before."

"First and foremost what I had to understand was that no one could help me until I was ready to help myself. No matter how many people I asked for help, nothing was going to change until I was ready for the journey that would take me from obesity to health and vitality. That journey of 20 months in which I shed more than half of my body weight was done safely, naturally and without surgery. By gaining health and vitality I slashed years off my body age and added many more years to my life expectancy. I went from a size 30 to a size 10 and my feet shrank three full shoe sizes."

“Half the Woman I Was” is the ultimate distillation of all Sigrid de Castella learned in her personal journey from morbid obesity to health and vitality.

de Castella adds, “I was asked to write this book after many people who saw my transformation asked me what the ‘secret’ was. The ‘secret’ is a holistic experience through self-education, knowledge and wisdom.”

To attend the launch or for more information please contact:

de Castella Australia Pty Ltd
PO Box 565, East Melbourne VIC 8002
Telephone 1300 925 215
Email info@decastella.com.au
Website: www.HalfTheWomanIWas.com