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MELBOURNE WEIGHT LOSS GURU SUPPORTS POSAA

Women with Polycystic Ovary Syndrome (PCOS) face a daunting array of health and medical issues as well as life-changing emotional issues which often lead to depression and weight gain. And it's in this very battle of the bulge that Melbourne author and weight loss authority Sigrid de Castella wants to help.

Australian women 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 recognise who is being genuine.

Now an ever-growing amount of consumer spending is being directed toward efforts to get thinner and healthier. 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 just not getting any thinner.

"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. If fad diets really worked then they wouldn't need to keep reinventing themselves" reveals de Castella.

de Castella continues "I understand what women are going through because I've been there. Being overweight is a vicious cycle of depression and further weight gain that can spiral out of control to a point where it can seem hopeless to try to change things."

But de Castella did change things – she lost more than 70kg naturally, without 'dieting' and reclaimed her life. And her new book "Half The Woman I Was" imparts to readers her weight loss experience and encourages others to take their own journey.

"Virtually all weight loss companies only focus on diet and exercise which is simply insufficient. I wanted to design a more holistic program that would provide real results for life. That's exactly what my book does, and I'm living proof it works!" says de Castella.

Whilst de Castella has not personally experienced PCOS, she's sensitive to those who have, or who are still living with the condition. "What's important in dealing with PCOS is having a strong support network, and that's where POSAA can help. It's been a valuable network for my PCOS friends" explains de Castella.

POSAA aims to support to women with PCOS, promote understanding and awareness of the syndrome and encourage research into PCOS. It's a 'self-help' association for women with PCOS and those who suspect they have it, bringing together sufferers, their families and friends, and medical professionals.

And in recognition of the great work POSAA does de Castella is generously donating five dollars from each purchase of her revolutionary new book "Half The Woman I Was" via www.halfthewomaniwas.com/posaa

POSAA members, their families and friends can buy de Castella's book and know that their purchase is also supporting a great cause.

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

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