

Advertising Feature

# Drop a bikini size in 28 days - I did

## A woman, 33, from Calahonda tells us her dieting success story

IF you are fed up with feeling like a failure because you've been on every diet that ever existed, and still struggle with your weight, then you could do a lot worse than follow in my footsteps. I had heard on the BBC about the so called A-list diet, that all the celebs use, and that a clinic in Fuengirola offering the same treatment had opened last year. I tracked them down on the Internet and, after a brief chat on the phone, I was invited along for a 'come and see us' informal visit.

The clinic is situated close to the main church square in Fuengirola. It is modern, beautifully decorated and has a re-

ally pleasant and relaxing environment. The atmosphere was professional.

Until that day I had never really understood why I had found it quite so hard to stick to a diet, but it was all explained to me clearly during my first session. I also learned what the word DIET stands for: Deprivation Involving Eating Torment - how true! I now understand that because all your habits are governed by your subconscious mind, a diet is perceived as a temporary period of going against your usual eating habits, so you feel deprived of your favourite foods. Because deprivation always

creates a stronger desire, as soon as you reach your goal weight, or just get close to it, you naturally reward yourself with all the things that you have been craving and going without during the temporary diet period.

As a result, all the weight goes back on again - and usually more. It became clear to me why diets can't work long term; they fail to provide a permanent solution because they can't be sustained for more than a short period of time.

I realise now that I used to turn to food for comfort, when I was feeling bored or lonely, so I was eating at all sorts of times when my poor body didn't actually need any food at all. When you eat to try and fill an emotional void you get out of step with your body's nutritional needs, and so end up being unable to detect and act on the signals of hunger and of feeling nutritionally satisfied.

This approach, however, teaches you to re-think your whole attitude towards eating, so that you find it easy to achieve and maintain your ideal weight, and it also boosts your self-esteem in the process.

Once you've moved away from the whole concept of dieting, it's easy to learn how to

re-tune into your body's natural reflexes.

I have now had five treatment sessions, and I'm continuing to shed all those excess kilos steadily. I've finally stepped off that perpetual roller coaster ride of yo-yo dieting, which only ever succeeded in lowering my self-esteem and self-confidence. I feel a little upset that it took me so long to discover the truth. But, at the same time, I feel happier and more confident than I have ever felt in my life, and I know that because I only eat now when I'm actually hungry rather than when I'm bored etc, my weight problem has been solved permanently.

We are lucky to live on the Costa del Sol: we don't have to travel to Los Angeles or Geneva for treatment; it's available in Fuengirola. The triple therapy system offered at Elite Clinics incorporates both hypnotherapy and NLP (Neuro Linguistic Programming). All the therapists are members of the British Institute and Ameri-



Modern: The Fuengirola

can Board. They also offer specialist treatment for people wishing to stop smoking, and those suffering from panic attacks and phobias. Their modern clinic is based just off the Plaza de la Constitución in Fuengirola. All new clients are offered a completely free initial consultation.

The first weight loss treatment session lasts about two hours and costs 90 euros. All further one-hour sessions are 70 euros each. Additional information is available on their web site [www.eliteclinics.com](http://www.eliteclinics.com). You can contact Elite on 951 311 591.



Re-think: A different approach helps maintain your ideal weight.

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