



Doctors' New Book, Hunger Free Forever, Gives Keys to Real Weight Loss Success

Dr. Michael Lyon and Dr. Michael Murray address the key steps needed for lifelong, healthy weight control in their new book, Hunger Free Forever.

Burnaby, Canada, April 24, 2008 --(PR.com)-- For millions of Americans, maintaining an ideal weight is nothing but a fairy tale. They've tried every diet, every magic pill, every “groundbreaking” treatment, only to find themselves disappointed and still overweight. In fact, statistics show us that 98 percent of people who lose weight by dieting end up gaining it back within five years. And 90 percent of those people gain back more weight than they lost. According to Drs. Michael Lyon and Michael Murray, authors of *Hunger Free Forever*, the secret to taking off the pounds and keeping them off is actually in the science — specifically, the science of appetite control.

Research has shown that humans eat to achieve satiety (a feeling of fullness), but those who are overweight have more frequent and intense food cravings and don't feel full even after eating adequate amounts of food. The *Hunger Free* program teaches people natural ways to eliminate food cravings and shed pounds without feeling starved.

By focusing on seven important goals, Drs. Lyon and Murray give you the power you need to alter your destructive food-eating habits and change your life forever.

The Seven Keys to Hunger-Free Weight Loss

1. **Develop eating strategies for high satiety:** By developing a strategy that reduces the factors that increase appetite while simultaneously increasing the factors that decrease appetite, you will go a long way in achieving the desired results. A common sense approach is to eat in moderation, particularly when consuming high-calorie foods. Some other approaches are to eat regular meals to prevent excessive hunger, and to eat meals that have a sufficient amount of protein and fat, both of which prolong satiety.
2. **Restore blood sugar stability:** Blood sugar volatility is a major factor for increased appetite and food cravings. There are several different ways to get off the “blood sugar roller coaster”. One is to avoid junk food and hidden sources of empty calories. Another is to increase your intake of dietary fibre. Drs. Lyon and Murray suggest taking a unique soluble fibre complex called PGX with every meal. PGX was developed by medical researchers and has been shown to stabilize blood sugar, decreasing the level of compounds that trigger overeating (www.pgx.com).
3. **Transform your habits, transform your life:** As with any goal you set in your life, discipline and dedication are keys to success. Take the time to cultivate healthy habits. Think ahead and plan what you are going to eat, and take your time when eating. Most importantly, condition yourself to accept the changes you are making and prepare to implement these changes within your daily routine.
4. **Reduce the effects of stress and cortisol:** Elevated cortisol levels, which are often the result of a stressful event, go hand-in-hand with increased appetite and sugar cravings. Keep cortisol in check by



managing your time effectively, meditating or practicing relaxation exercises regularly, and getting plenty of sleep each night.

5. **Tone your muscles, train your heart:** Research has shown that the ability to lose weight is directly related to a person's muscle mass. The more muscle mass you have, the more fat you burn. Implement a strength-training program and supplement the program with aerobics and flexibility exercises to get the maximum benefit from your physical efforts.
6. **Rev up your metabolism:** Metabolism plays a vital part in weight loss. By keeping a close watch on your caloric intake and the amount of calories you burn each day, you can help maintain that perfect metabolic balance. Other natural calorie burners that have been clinically proven to boost metabolism are green tea, red pepper, garlic and ginger. Incorporate these ingredients within your diet and they'll do wonders.
7. **Program yourself for success:** Because self-esteem is so strongly related to body image and our society's perception of what is attractive, it is often our own attitudes that cause a weight loss program to fail. You can reverse this self-defeating trend by taking steps to build your self-esteem now. Create a positive goal statement, keep a personal success journal, and fuel your progress with positive affirmations. A healthy mental attitude will lead to a healthy body.

The solutions presented in Hunger Free Forever (www.hungerfreeforever.com) are for those who have searched for a weight loss answer, only to find themselves even more confused: “Why am I gaining weight instead of losing it?” “Why do I always seem hungry?” “Why isn't eating smaller portions enough?” All of these obstacles are conquered by Drs. Lyon and Murray. With their seven key steps and their scientifically-based solutions, the concept of weight control will transform from a tall tale to a total reality — leaving the reader with a very happy ending.

Media Note: For additional information, a review copy of Hunger Free Forever, product samples or to schedule an interview with Dr. Lyon or Dr. Murray, contact Shauna Pratt at shauna@shaunapratt.com

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