



National ABS Health Survey Results-Interview Opportunity

*Strategy.
Action.
Results.*

Yesterday, the Australian Bureau of Statistics announced the first results from its national health survey, which is based on a 20,000 sample.

<http://www.abs.gov.au/ausstats/abs@.nsf/mf/4364.0.55.001>

The most damning stat is:

63 per cent of Australians are overweight or obese.

Other stats from Australian diabetes organisations show:

* 60 per cent of type 2 diabetes cases are caused by unhealthy lifestyles.

* Greater than 60 per cent of type 2 diabetes can be prevented through regular exercise and healthy eating.

It's no coincidence that all these figures are around the 60 per cent level.

Mark Cupples has just published a book called Slim Bizness that looks at why big companies want you to be fat and suggests a business-like approach to being slim on the outside and healthy on the inside.

Details can be found here: www.slimbizness.com.au

An interview with Mark about his realistic way of living and losing weight would be a perfect addition to discussion on the shocking ABS statistics.

Mark's book explains to people who want to be slim why big companies such as retailers, food companies and their advertisers want you to be fat. The book demonstrates that 5 days of dieting and exercise can be complemented by a weekend off and overall body fat loss can still be achieved each week.

"It is not a nanny diet," Mark says.

Some key messages in the 180-page book are:

- * Controlled carbohydrate eating is the best way to lose weight.
- * Food suggestions are the old fashioned foods of meat, butter, cheese, fruit and vegetables.
- * Exercise makes everything happen faster and walking works. Start walking and walk it off.
- * 80% of weight loss results will come from the first 20% of your efforts.

Plus much more including:

- . Explanations of carbohydrates (sugars and other carbs), proteins and fats
- . Why you need a black belt in "go" and "no"
- . Sugar substitutes
- . Cooking styles to lose weight
- . Simplifications: calories, fat makes you fat, low GI, carbs
- . Four program options to achieve results
- . Simple recipe ideas

Would you like to interview Mark Cupples?

Please contact me on 0421 364 665 and I can arrange.

Mark's mobile number is 0421 730 0511 if you'd like to talk to him. The website is: <http://www.slimbusinez.com.au/>

Regards

Wendy McWilliams