



THE NEXT FRONTIER

We're all familiar with the standard weight-loss drill: eat well, move more. But if you think there's nothing new in the world of health and slimming, think again. Laura Greaves meets go-getters who are on a mission to shake up diet and fitness as we know it

The Web Whizzes



Nick and Dimitra Arthur left careers in finance to re-train in nutrition and psychology and launch Appetite Right, a web-based program

focussing on conquering emotional and environmental eating issues to achieve lasting weight loss. They live on Victoria's Mornington Peninsula.

'We worked in finance for 10 years until deciding on a lifestyle and career change five years ago. My wife chose psychology, where as I chose nutrition. I'd been struggling with weight issues for a few years – I was travelling around, eating pretty poorly and not exercising, but I'd always had an interest in food.

'We quickly recognised successful weight management was more a

psychological issue and that eating for behavioural reasons is a common theme for many people.

'Our 10-week program concentrates on appetite awareness. We help people learn to eat to their biological hunger signals. We call it "mindful eating".

'The program is split into five fortnightly blocks. It might be emotional eating for the first two weeks, then binge eating, then environmental triggers to overeating. Then we get people into self-coaching and try to step them away from relying on us and being able to do this for the long term.

'We encourage people, early on, not to change their diet dramatically – this is the first pitfall for people as they commonly lose motivation and just giving up.

'We ask people to start to tune into their natural hunger signals. Then, over time, we build in more of a nutrition concept.

'People come to us often having tried many other programs, succeeding for a little while, and then putting the weight back on. They're often quite depressed. These are the sorts of issues we try to help people work through.

'We are also working in the area of appetite suppression creating an all-natural lupin-based product called Lupin+ Formula.'

Visit www.appetiteright.com.au for more information.



Ditch the scales – try something new!