



Appetite Right
1300 307 646

www.appetiteright.com.au
appetiteright@bigpond.com

August 2007

Media Release

Improved weight loss outcomes using cognitive behavioural therapies such as appetite monitoring

New health programs based on proven scientific research now provide a bright future for those people struggling to lose weight.

It is a well established fact that when an individual's daily 'energy in' outweighs their daily 'energy out' it leads to significant weight gain in the medium to long term. There is also a well established correlation between overeating (binge eating) episodes and medium to long term weight gain.

Ground-breaking studies now provide a proven and safe alternative for people wanting to make real change in their lives and lose permanent weight.

In 1995 two American universities, Colorado and North Carolina, conducted the first cognitive behavioural study of its kind into appetite monitoring. In an 8-week session, a study was designed to increase eating in response to internal hunger and satiety cues, and reduce eating in response to environmental and non-appetite internal cues. The study identified these eating activities as being directly related to episodes of overeating and weight gain. The study was designed to help overweight people develop an alternative method to overcome these common eating problems and lose weight. Clients participating in this study learnt to identify cycles that maintain problematic overeating and to use strategies including problem solving, relapse prevention, and cognitive restructuring to interrupt those cycles. The findings of the study were substantial, with each client demonstrating significant eating behaviour improvement, and the ability to achieve considerable weight loss.

In order to refine and build on these successes, the same two American universities conducted further studies in 1999 and 2002. The goal of these studies was to establish an eating pattern in which: the individual responded primarily to moderate (rather than strong) hunger and fullness cues; and where eating in response to non-appetite cues was minimised. In these studies a pioneering method called self-monitoring was used. This meant participants used appetite ratings rather than food intake recordings to measure progress. Compared to the control participants, those following the appetite monitoring program reported significantly greater reductions in both binge eating and overeating episodes; they did not report increased hunger nor did they gain weight. They also reported decreased urges to eat in several high-risk situations, and decreased symptoms of depression and social anxiety. These results provide further important evidence for the effectiveness of appetite monitoring programs and permanent healthy weight loss.

The specialists at Appetite Right™ have created an appetite monitoring program which takes advantage of these studies, and in an Australian first also includes the benefits of nutrition and exercise guidance. This unique 10-week Australian program has already achieved success, with a number of Appetite Right members achieving significant eating, and body weight improvements.

To achieve healthy permanent weight loss, Appetite Right program psychologist Dimitra Arthur recommends, "Those who are overweight, or trying to improve their health, should realise that only an appropriate and permanent change of lifestyle can help deliver improved wellbeing. To achieve success, you need to eat healthy foods in moderation and participate in regular sensible exercise. It is also imperative that you become aware of the role eating plays in your life, and learn how to use positive thinking and behavioural coping strategies to manage overeating."

"Appetite Right is a unique scientifically proven program, which help's people overcome behavioural eating impediments, and also teaches healthy eating and exercise principles."

For further comment, or information on the Appetite Right™ program please contact:

Nicholas Arthur BA, GradDip Human Nutrition, Master Human Nutrition
1300 307 646 or appetiteright@bigpond.com

Dimitra Arthur B Eco (Hon), MBus, GradDip Psychological Studies, PostGradDip Psychology
1300 307 646 or appetiteright@bigpond.com