

# Freedom | A change of focus

## A better way to lose weight

***We all know that diets help you lose weight. But do they really?*** Losing weight is relatively easy (well sort of). There are plenty of weight loss products and diets that will help you lose weight...in the short term. Plenty of people will offer to help your staff do that. We are not one of them.

But, why not? Australia is suffering an obesity epidemic, surely we all need to lose weight to make our staff healthier and more productive?

The problem is most strategies that help you lose weight will not help keep it off! The statistics show that 95% of people who lose weight, regain 110% within 5 years. Dieting actually makes you gain weight in the long term.



Losing weight is easy. Keeping it off is the hard part! Yo-yo dieting leaves most people unhappy, unhealthy and weighing more than before they started dieting. If weight loss and dieting are the focus of a program, the program is doomed before it starts and ultimately does more harm than good.

## So how is Foost different?

### At Foost we believe:

- Food is meant to be enjoyed
- Scales are used in cooking
- Respecting and listening to your body will lead you to better health choices
- Food restriction often leads to binging
- We KNOW everyone can learn to cook

### Here is what you can expect from every Foost program:

- Focus on enjoying COLOURFUL food
- Practical advice which leaves people feeling empowered
- FUN sessions (because you learn better when you're having fun!)
- Focus on behavioural change for long term results
- Small, sustainable changes for continued success
- We cook delicious food (actually, we don't cook it. Participants cook it for themselves!)
- NO boring Power Point Presentation, shameful weigh-ins or preachy jargon
- We create a social, safe space where people can ask questions
- Participants learn to have a healthy and happy relationship with food
- Presenters are dietitians with a passion for ALL food (including ice-cream!)

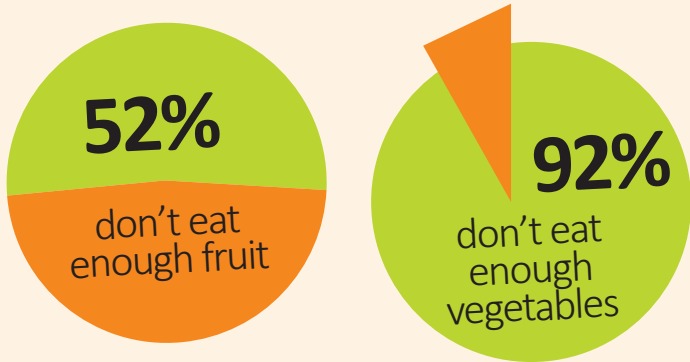


We're not saying weight loss isn't achieved in our programs, we are saying there is a nicer way to get there and to keep it off!

Weight loss is not the focus of our sessions, but ... if you learn to respect your body, to get organized with eating, find some passion in eating fruit and vegetables. If you can do all that and eat more mindfully, weight loss will be a nice bonus. **It's a change of focus.**

Here at FOOST, we have some good news! Take the emphasis off weight loss, have fun with COLOURFUL eating and let us show you how to be happier, healthier and establish a positive relationship with food. This has added benefits of better self-confidence and a more positive body image.

*Check out the statistics of our Eat COLOURFUL message.*



## Why eat COLOURFUL

According to the Australian Bureau of Statistics 52% of Australians don't eat enough fruit and 92% don't eat enough vegetables. That's only 5.5% of Australian adults who eat enough fruit and vegetables!

More statistics about eating more **fruit and vegetables**:

**12%** of cancers can be **PREVENTED**

*\*Cancer Council Australia.*

**REDUCES THE RISK OF OTHER CONDITIONS**

**diabetes** overweight/obesity  
HIGH BLOOD PRESSURE  
**digestive problems**

Risk of heart disease is **REDUCED BY 17%**

Risk of stroke is **REDUCED BY**

**4%** for each extra vegetable eaten

**7%** for each additional fruit

**REDUCE** the total burden of disease by **2%**

How do you get staff interested in a Health Session without the promise of weight loss? A delicious free lunch! Learn how to create a healthier, happier version of themselves, have a positive relationship with food and keep that weight off for good.

Contact us to find out more **0457 795 595** or [andrea@foost.com.au](mailto:andrea@foost.com.au)

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