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**FOR IMMEDIATE RELEASE**

## **WEIGHT LOSS HELP: STOP EMOTIONAL EATING**

### **Bach® Flower Remedies Launches Emotional Eating Support Kit**

**(North Andover MA – February 26, 2008)** - Are you an emotional eater? Do you eat to feed your feelings instead of your body? A broad range of experts claim that 75% of overeating is triggered by our emotions. As our negative emotions take control, we become more driven by our urges, eating when we are tired, depressed, stressed, lonely or even bored. When our emotional needs get confused with our physical ones, weight gain can easily follow. Our eating becomes compulsive, our urges now control us. Fortunately, flower remedies can help to manage the urges to overeat and put us back in control. *Bach® Original Flower Remedies* is pleased to announce the launch of their **NEW *Emotional Eating Support Kit***. The kit, comprised of three flower remedies specifically chosen to address emotional eating, is easy and convenient to carry in a purse or for travel.

“We may start out feeling a bit hungry, but when our eating is emotionally driven we soon become robotic. Mindless eating ensues as we scan our kitchen. We are on a mission and anything digestible is fair game,” says Dr Denise Lamothe, author of *The Taming of the Chew*. “Fortunately, we can regain control of our need to mindlessly devour what our bodies don’t really need.”

Dr. Lamothe has found success in using the *Bach® Original Flower Remedies* with her clients struggling with emotional eating. Lisa of Hopkinton, NH reports, “I’m amazed! For 40 years I’ve been in a struggle. Now I feel like a normal eater. I have a different outlook. Food has always kept me from living. Now I am living. I don’t feel compelled to eat.” Dr Lamothe recommends the *Bach® Emotional Eating Support Kit* in combination with developing a healthy, balanced life-style. For example: surrounding yourself with support,

noticing your robotic eating behaviors, eating mindfully by paying attention to the color, taste and texture of food, and respecting your body's need for rest, fresh air, water and exercise.

The *Bach® Original Flower Remedies* will help manage your emotional needs and put an end to mindless eating. The remedies are an all-natural healing system which provide a calming positive energy to help balance emotions and restore energy. The *Bach® Emotional Eating Support Kit* contains these three remedies to help you deal with a few common emotions that contribute to emotional eating:

- ❖ ***Cherry Plum*** will allow you to stay in calm control, even when you feel like grabbing a second serving or extra cookies.
- ❖ ***Crab Apple***, the cleansing remedy, will help you feel better about yourself and your body, especially when you feel embarrassed by your tight clothes or disgusted over how you have misused food in the past.
- ❖ ***Chestnut Bud*** can help you change negative behavior patterns, making you more self-observant so you can notice what changes you need to make to break the cycle of overeating and dieting for good.

The *Bach® Emotional Eating Support Kit*, which sells for \$23.95, will be available this spring from your local health food retailer. It provides the 3 most common remedies for emotional eating, each in a convenient 10ml size. The *Bach Original Flower Remedies* may be taken anywhere, anytime to relieve everyday moods, stress, worries, and anxiety. Formulated 75 years ago by the noted British physician, Dr. Edward Bach, the remedies are used in over 66 countries worldwide by millions of people. The all-natural remedies, derived from flowering plants and trees, are safe and effective and may even be used with infants, the elderly <http://www.bachquiz.com/> and animals without side effects. There are 38 different remedies to choose from to help restore emotional balance as well as *Rescue Remedy* (the most recognizable composite formula from Bach) a blend of five BFR remedies to manage everyday stress. If you find other reasons for your emotional eating such as loneliness, sadness or worry, simply fill out the questionnaire at your local health food store (call 1-(800)

319-9151 for a free copy) or log on to <http://www.bachquizcom/www.bachremedies.com> and click on the remedy chooser to create your own personal formula.

**How to use the *Bach Emotional Eating Support Kit*:**

Take 2 drops of each remedy straight from the bottle or diluted into any beverage. Sip at intervals. Or create a personal combination by mixing the 3 remedies. Add two drops of each chosen remedy to a 30ml mixing bottle, top up with spring water and take four drops per dose at least four times a day. Alternatively, the remedies can be rubbed onto the lips, behind the ears or on the temples and wrists. If you find other reasons for your emotional eating, other *Bach Original Flower Remedies* may apply. You may combine up to 7 remedies in your personal combination.

**Bach Original Flower Remedies and Rescue Remedy are available nationally at your local health food store or online at [www.bachremedies.com](http://www.bachremedies.com)**

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**Company information**

Nelsons is the UK's leading manufacturer of natural medicines, with a long-standing commitment to supplying the highest quality to meet all regulatory and quality standards. A manufacturer of homeopathic medicines since 1860, Nelsons has over 140 years of solid homeopathic experience, and has earned the distinction of being a worldwide leader in their field. If you wish to find out more about the *Bach Original Flower Remedy* system, please visit our web site at: [www.bachremedies.com](http://www.bachremedies.com) or call (800) 319-9151.

**\*\* Attention editors: product samples and photography available upon request**