



*Specializing in High Visibility Campaigns
and Integrated Marketing Strategies
for Authors, Business Professionals & Companies*

B I S S O N  B A R C E L O N A

124 Hall Road ■ Barrington, New Hampshire 03825 t/f: 603 664-5776 www.bissonbarcelona.com

FOR IMMEDIATE RELEASE:

October 3, 2005

CONTACT:

Dr. Denise Lamothe
603-679-2432, 603-778-4814 or
cell# 603-493-6043
denise@deniselamothe.com

The Taming of the Chew Meets Fat Flush

*Renowned experts join forces to offer a balanced approach
to the quest for successful weight loss.*

Epping, NH: It is always a challenge to find balance in our lives. Cultural and environmental factors influence our everyday decisions. These same factors shout at us about how to dress, what to eat, and how to look. Daily we are bombarded with media reports that obesity is at epidemic proportions in the U.S. The influences to get people to lose weight are endless... "Try our weight loss program; buy our weight loss product; try this weight loss diet!" The messages play over and over in our minds. We are deluged with confusing and conflicting information.

"A balanced and healthy lifestyle should be based on an assessment of one's emotional, physical and spiritual needs, not external factors," according to Dr. Denise Lamothe, author of the popular book *The Taming of the Chew: A Holistic Guide to Stopping Compulsive Eating* (Penguin).

Dr. Denise, as she is called, is an expert on the causes and effects of emotional eating. "Emotional hunger means eating when you're sad, anxious or bored or experiencing other uncomfortable feelings. It also may involve eating when you are excited or happy. Both pleasant and unpleasant feelings can lead us to the refrigerator. Understanding when you are trying to satisfy emotional needs with food can help you find more appropriate ways to meet those needs."

Recently, Dr. Denise was invited by Dr. Ann Louise Gittleman, weight loss expert and award winning author of more than 24 books, including the *Fat Flush Plan*, to join her team of experts as her behavioral psychologist specializing in emotional eating problems.

Dr. Gittleman, known as the First Lady of Nutrition, specializes in the physical aspects of overeating. "Physical hunger can occur every three to four hours. When you don't listen to hunger cues, your hunger subsides and your body begins to slow down to conserve energy," states Dr. Gittleman. "It is important to distinguish between the two—emotional and physical hunger, so that the reasons why we are eating are not influenced by external factors."

Drs. Lamothe and Gittleman have worked for many years in their respective fields to help people struggling with food control issues and weight. Together, they offer a balanced weight loss program that addresses the body, mind and spirit. A long list of physical, emotional and social difficulties is associated with obesity. Some physical problems include high blood pressure, high cholesterol, shortness of breath, arthritis,

-more-



*Specializing in High Visibility Campaigns
and Integrated Marketing Strategies
for Authors, Business Professionals & Companies*

B I S S O N  **B A R C E L O N A**

124 Hall Road ■ Barrington, New Hampshire 03825 t/f: 603 664-5776 www.bissonbarcelona.com

gallstones, hypertension, cardiac dysfunction, respiratory problems, increased incidence of certain cancers and general fatigue. Other problems include asthma, sleep apnea, joint problems, bowed legs and high risk for type 2 diabetes.

Guidance and education are offered through the online forum located at www.fatflush.com. Visitors learn additional ways to deal with both emotional and physical overeating. This combination of philosophies equals effective weight loss.

“Emotional eating is a missing link to lasting weight control,” says Gittleman. “I am absolutely delighted that Dr. Denise has joined my team of experts.”

Dr. Denise will also be a featured speaker on Dr. Gittleman’s Alaskan Wilderness, May 2006 Cruise to Lose. This cruise will provide participants with the opportunity to learn about and integrate Gittleman’s detox programs into their lives. Visit www.fatflush.com for more information.

About Denise Lamothe, Psy.D., H.H.D.:

Dr. Denise is a Clinical Psychologist and Doctor of Holistic Health who has addressed food control issues on both television and radio as well as in major publications including *O*, *The Oprah Magazine*. She is a nationally recognized, professional speaker and has spoken on wellness topics across the United States and Canada. Dr. Denise is a member of both The National and The New England Speakers Associations. Her latest book, *The Taming of the Chew: A Holistic Guide to Stopping Compulsive Eating* (Penguin) has helped thousands of people to overcome self-destructive eating behaviors. For more information, or to book Dr. Denise as a speaker, visit www.deniselamothe.com.

About Ann Louise Gittleman, Ph.D., C.N.S.:

Highly respected as a health pioneer, weight loss expert and award winning author of more than 24 books, Dr. Gittleman has always been on the cutting edge of developing new methods to rejuvenate the body and facilitate weight loss. She revolutionized weight loss in her 2001 blockbuster the *Fat Flush Plan* and she is doing it again in her 2005 *Fast Track ONE-DAY Detox Diet*. Dr. Gittleman takes the age old method of fasting and incorporates it into a healthy, one-day plan that gives the body a cleansing boost to prepare it for even more weight loss down the road.

Dr. Gittleman appears regularly in several national publications and has been featured on television shows, including *20/20*, *Dr. Phil*, *The View*, *The Early Show*, *Good Morning America* and many others. In 1993, *Self* magazine named Gittleman one of the top ten nutritionists in the country. For more information, or to join the weight loss forum, visit www.fatflush.com.