



# LOSE WEIGHT FOR GOOD!

WITH **COUNTER**weight®



# THE COUNTERWEIGHT PROGRAMME

How we help you to lose weight for good?

If you have found losing weight and more importantly keeping it off difficult, you are not alone. Millions of people in the UK have struggled with the same problem. This is because diets and other weight loss products usually focus only on helping you lose weight, not keeping it off.

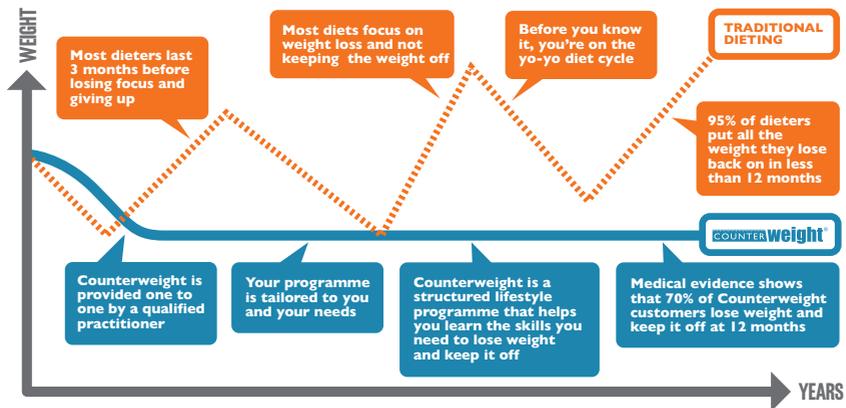
The Counterweight Programme is a lifestyle programme that helps you lose 5-10% of your starting body weight in six months and keep it off.

Our body of proven medical evidence shows that when Counterweight customers set realistic goals, 70% of Counterweight customers lose weight and keep it off.

By following the Programme you should expect to learn how to regain control of your weight by learning how to change your eating habits and activity levels - for good.

The table below compares traditional dieting to the Counterweight Programme.

## WHY 95% OF DIETERS PUT WEIGHT BACK ON



WHY **COUNTERweight**® CUSTOMERS LOSE WEIGHT FOR GOOD!

**LOSE WEIGHT  
FOR GOOD!**  
WITH **COUNTERweight**®



# WHAT DOES COUNTERWEIGHT OFFER?

## Support from a trained Health Professional

Your Counterweight Practitioner will be with you every step of the way to help you improve your lifestyle and work with you to lose weight and then keep it off.

## Appointments with your Counterweight Practitioner

- The Counterweight Programme will be delivered over one year.
- There will be nine educational appointments, and additional support appointments to help you to lose weight and keep it off.
- All appointments are pre-booked with your Counterweight Practitioner.

# WHAT CAN I EXPECT TO GET AT EACH APPOINTMENT?

At each appointment you will be taken through a series of interactive information sheets including

- Weight loss goals and energy requirements
- Healthy eating and active living
- Understanding food labels
- Healthy shopping, cooking and eating out
- Eating habits and emotions
- How to prevent lapsing and relapsing
- Maintaining your weight loss permanently

By the end of the Programme you will have all the necessary skills to manage your weight for life.

## SO, ARE YOU READY TO LOSE WEIGHT?

This is an important question. Successfully managing your weight isn't about going on a short-term "diet" and then regaining the weight you've lost like 95% of dieters. It's about making long-lasting lifestyle changes that you can stick to for good.

To help you decide if you're ready to make those lifestyle changes, consider the pros and cons involved on a practical level. We've found that you're more likely to keep going with changes when you feel the advantages are more important than the disadvantages.

Use the table to help you decide

Pros (Advantages)	Cons (Disadvantages)
Good things that will happen if I lose weight	Things I won't be able to do if I don't lose weight

If you have more comments in the box 'Good things that will happen if I lose weight' that suggests you are ready to lose weight.

# HOW COMMITTED ARE YOU?

The Counterweight Programme is for people who are committed to making long-lasting lifestyle changes. That's why 45% of participants are still taking part at 12 months.

Take the importance and confidence self rating tests below to see how ready you are to start managing your weight.

## Importance

How important is it for you to lose weight right now?

Answer this question by writing a number from 1-10 in the space below using the following scale as a guide

1	2	3	4	5	6	7	8	9	10
Not at all important									The most important thing in my life
<b>My importance rating is</b>									

## Importance self-rating score

7-10 - You're really keen to get started. In fact, you might already be planning changes to manage your weight.

5-7 - You feel it's important to make changes but other issues in your life share equal importance. That's okay. Have a think about why you want to manage your weight at the moment. What would it mean for you to be able to lose some weight and keep it off in the next couple of years? It might help to deal with other issues first before you decide on making any changes to manage your weight. Go back to the pros and cons chart to check if you're really ready.

3-5 - This probably isn't the right time for you to start a weight management programme as other issues seem to be more important to deal with first. So, give it some time then re-take this exercise in a few months to check how you feel then.

Less than 3 - Losing weight may not be something you want to tackle right now. If you don't think it's important to manage your weight, this isn't the Programme for you.

## Confidence self-rating

How confident am I in achieving my weight loss goals?

Answer this question by writing a number from 1-10 in the space below using the following scale as a guide

1	2	3	4	5	6	7	8	9	10
Not at all confident that I will achieve my goal									Totally confident that I will achieve my goal
<b>My confidence rating is</b>									

You're ready to get started on the Counterweight Programme if you feel confident and think it's very important to make changes to your weight.

If you're not that confident but still think it's important to start managing your weight, have a chat with your Counterweight Practitioner about the Programme. Remember that this Programme takes a different approach. It helps you overcome situations that have stopped you losing weight before. It supports you to make small manageable lifestyle changes that are easier to keep going. Your confidence will grow as you work through the Programme.

## SO, WHAT'S NEXT?

If you're really serious about taking control of your weight, book an appointment today.

Details of your local Counterweight Practitioner are listed below:

