

Winning by Losing



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Losing has never felt better than with Jillian Michaels, the female fitness guru on Network Nine's hit show The Biggest Loser, who presents a unique and comprehensive health and fitness program that will keep the pounds off for good. Jillian Michaels knows a thing or two about getting people to lose weight and live a healthier lifestyle. In her new book, Winning by Losing, Jillian offers a comprehensive and integrated program that provides readers with a clear-cut path to total health. Unlike other popular diet books, Winning by Losing works from the inside out, combining a behavioral makeover with a unique diet plan and a no-gimmick workout. The book is divided into three parts: "Self," "Science," and "Sweat." "Self" focuses on behavior patterns, and shows how unchecked urges and emotional roadblocks lead to unhealthy eating habits. Jillian will help readers address and overcome these issues completely, an accomplishment that is the first and most crucial step towards leading a healthier lifestyle. "Science" is the book's nutritional facet, in which Jillian teaches readers how to create their own personalized diets. This section will help readers identify their own unique biochemical and metabolic needs, arming them with the knowledge they need to formulate a diet plan far more effective than generic ones offered in other books. "Sweat" utilizes Jillian's expertise to give readers an integrated workout program that combines the most effective elements of different training

styles. It doesn't promise to be easy – but it works and lasts. While there are several recognizable men at the top of the fitness guru chain, including Bill Phillips and Jorge Cruise, this category has yet to see a new female occupy the spotlight. Jillian Michaels is attractive, knowledgeable, and dynamic, and is the perfect candidate to be the next big thing in fitness/health books.

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