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For Immediate Release:

Weight Loss Groups: Why Not Men?

Dr. Denise Lamothe, Clinical Psychologist, Dr. of Holistic Health, author of *The Taming of the Chew: A Holistic Guide to Stopping Compulsive Eating* (Penguin 2002) and founder of Emotional Overeating Awareness Month announces weight loss groups for men only.

We see men targeted when weight loss plans or equipment are advertised in the media that highlight the perfect abs or biceps. Men are depicted as young, virile and attractive and these advertisements are misleading. Most men do not measure up to the images portrayed just as most women don't measure up to the young, thin models who are demonstrating weight loss products for them.

Groups targeting the reasons for weight gain and offering permanent, practical solutions for weight loss are extremely effective but most weight loss group experiences are primarily (or exclusively) geared to the female population. We now know that diets cause weight gain and that many people are confused about how to eat and how to create balance and radiant health. The focus has shifted from being thin to being healthy and vibrant. Group experiences help participants to accomplish their goals and to be successful at achieving permanent weight loss. Members come to understand why they overeat, learn effective strategies for change and then are supported as they make the lifestyle changes necessary to maintain their weight loss.

Dr. Denise has been quoted in many publications including "O" *The Oprah Magazine* and *Sharing Ideas* and has appeared on television and radio stations across the United States and Canada, including New Hampshire Public Radio. She is the emotional eating expert for Ann Louise Gittleman's popular Fat Flush website and other popular internet sites.