

# THE LITTLE BOOK OF NOT BEING BIG

OR

Why LighterLife Total will help you lose weight  
when everything else hasn't.



This book wants you to lose weight.

This book wants you to read it because it knows how blown away you'll be.


This book tells you everything there is to know about LighterLife Total, and why it's such a unique, clever and brilliant way of getting you slim.

This book doesn't just get you slim, it wants to keep you slim.

If you were beginning to think that fat was who you are, and how you would always have to be...

...this book might be the best book you'll ever read.

And it's got pictures.

A circular logo with a white background and a dark border. The text inside is in a bold, sans-serif font.

**LighterLife Total**  
For people with  
3 stone or more  
to lose\*

\*BMI of 30 or above

## REASONS NOT TO DO LIGHTERLIFE TOTAL – No 1:

*Do any diets really work? Shouldn't I just eat sensibly and take more exercise? Don't all the experts and doctors say that's the best way to lose weight and keep it off?*

Lots of diets work. In as much as they help you lose weight. That is, if you can stick to them. They just don't arm you to stay slim afterwards. You end up a big person in a temporarily smaller body.

But what if you could do something that combined the fastest, most stick-able way of losing weight with maybe the best chance you'll ever have of keeping it off? How good would that be?

And anyway, don't you just want to get on with it? Get it sorted? Make it happen? 'Eating sensibly' is all very well but damn, it's slow.

As a successful LighterLifer once said.

*"I have two problems. Losing lots of weight. And staying slim. I'd love the chance to face the second problem. So bring it on."*

(This person lost ten stone and, three years later, has kept it all off.)

## LighterLife Total in a nutshell:

There are a dozen reasons why this approach could be the best chance you will ever have of sorting your weight for once and for all. But first, the facts:

There are two parts to LighterLife Total.

- 1) Losing weight, quickly and safely, by eating 4 Foodpacks a day – from powdered shakes and soups, to porridge, chilli and bars. This low carbohydrate, very low calorie intake (500 – 600 kcal) cleverly speeds weight loss by making your body use its stored fat for energy. This is known as being ‘in ketosis’. (More on him later.)
- 2) Understanding your relationship with food through weekly group sessions, so that you are properly armed to keep the weight off forever.



## Why it's so difficult on an ordinary diet:

No wonder sticking to a diet is impossible. If you're just trying to eat carefully, then EVERY DAY you have to find THREE different meals (and the odd snack) that will:

- a) make you lose weight
- b) keep your taste buds vaguely stimulated

Every day. For months on end. How is anybody supposed to keep that up? We're only flesh and blood – no wonder we crack.

## Why it's easy peasy banana shake on LighterLife Total:

There are no decisions to make. Your food has already been sorted for you – soups, shakes, porridge, chilli and bars. This makes it super simple. And super doable. So you don't have to be Superwoman. (Or Superman.)

No 'bad' foods to resist. No horrible foods to endure. (Easy peasy no cottage cheese.)  
No extra effort required. No weighing.  
No calorie counting. No faffing.  
No decisions. (If you don't count  
Vegetable soup versus Chocolate shake  
versus Crispy Peanut bar.)



## REASONS NOT TO DO LIGHTERLIFE TOTAL – No 2:

*Powder? 500 – 600 calories a day?  
That doesn't sound very healthy.*

I know, but actually, it's really good for you. Our nutritionally complete Foodpacks contain 100% of the recommended daily allowances for vitamins and minerals.

It's probably not stretching it to say that you'll be eating more healthily on LighterLife Total, and feeling more energetic, than you have done for years. (After all, if we're honest, it's not like you're eating a very healthy diet right now.)

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## THE TOP 5 FOOD EXCUSES OF ALL TIME:

- A diet drink cancels out the calories in a packet of crisps.
- Frozen foods (ice cream, chips, etc) have no calories because calories are units of heat.
- “I had to have the pudding to get rid of the taste of the main course”
- Foods that have the same colour have the same number of calories – eg lettuce and pistachio ice cream.
- Foods used for medicinal purposes NEVER count – such as hot chocolate, brandy, toast and cheesecake.



## Dealing with your weight isn't just about what goes into your mouth.

It's what goes on in your brain as well. LighterLife Total is a weight loss approach that wants to make your head slim too. To get rid of the bad habits that made you big by changing the way you think about food.

Which is why an essential part of it is weekly group sessions that get to the bottom of your food issues through cognitive behavioural therapy.

Sounds scary. But then so's eating a whole packet of chocolate fingers.



**Some people go on a diet for a month  
and all they lose is 4 weeks.**

Week One: 1 lb.

Week Two: 1 lb.

Week Three: No pounds.

Week Four: 2 lb. (Gained!!)

Week Five: There is no Week Five.

*If it's not the boredom that gets you, it's the sheer amount of time it can take.*

You can try really, really hard, and at the end of a month, only lose a few pounds. Not to be sniffed at, but if you've got lots to lose, well...the prospect of three years on a diet is enough to make anyone reach for the doughnuts.

LighterLife Total is fast. Really fast. In fact, it's so fast we're not allowed to tell you exactly how fast. Which, of course, tells you how fast it is better than we ever could.

(Though our new slogan is having a good go.)

**LOSE WEIGHT AT THE SPEED OF LIGHTERLIFE.**

'Ketosis'. What is it? And why, if you're trying to lose weight, is being 'in ketosis' the best thing since crispbread?

We usually get our energy from two main sources. The carbohydrate in the food we've just eaten, and stored carbohydrate in our liver, called 'glycogen'. Think of it as your body's 'fridge'.

When you do LighterLife Total you take in less carbohydrate, so your body spends the first few days emptying its glycogen. This, in turn, sends it looking elsewhere for energy. Which means, glory be, it raids the 'freezer'. The fat in your thighs. Arms. Chin(s). Tummy. Bum. Etc.

You are now 'in ketosis'\*.

And while you're in ketosis, then every single day...every single hour...just by breathing... even when you're asleep...

**YOU'RE MAKING YOUR FAT DISAPPEAR.**

How fantastic is that?

\*On LighterLife Total, you are likely to be in ketosis. However, we cannot guarantee that this will be the case for every client, as it will depend on individual body make-up.

## REASONS NOT TO DO LIGHTERLIFE TOTAL – No 3:

*Just four powdered Foodpacks a day? Won't I need the discipline of a monk? Won't I be starving all the time and be tempted to eat my own arm?*

Amazingly, no. Because good old ketosis has a brilliant trick up its sleeve.

AND THIS IS LIGHTERLIFE TOTAL'S GREAT SECRET.

When you're in ketosis the body does a very clever thing:

**IT REDUCES YOUR HUNGER.**

It thinks that there must be a famine of some kind, or that your plane has crash-landed in the Andes, leaving you stranded, and that you're not going to be getting the food you usually do. So it takes the most sensible and efficient course of action: it stops you feeling hungry.

Not only does this mean you can stick to it more easily than you ever thought possible, everyone around you gasps at your incredible will power and admires you hugely.

It's a Win-Win situation. (Or should that be Lose-Lose?)

## Being on a diet can be a lonely business.

Family mealtimes where everyone's tucking into pasta and meatballs, and you're nibbling on foliage. Friends who keep urging you to come off the diet. Partners who don't support you like they should.

LighterLife Total is different. Every week, a group of you get together to share experiences, encourage each other and understand better why you overeat. It's a really friendly, supportive atmosphere and, frequently, you all keep in touch outside of your group. There's even an online forum with others around the country.

It's powerful stuff. Like you're part of a special family. Only without the pasta and meatballs.



## There's BEFORE. And there's AFTER. But what about AFTER AFTER?

What about a year down the line? Five years down the line? The rest of your life?

If you aren't making your head slim, at the same time as your body, then all that effort will come to a big, fat nothing.

On LighterLife Total you get group sessions, as well as your weekly Foodpacks. (Including cognitive behavioural therapy – very clever stuff.) So you don't just lose weight fast; you learn to understand food forever. Why you eat the way you do. Why you don't need to. And why food is great, but not your master.


Beat that, cabbage soup.



**Change the way you think about food  
and say goodbye to yo-yo dieting.**



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total

**JOIN NOW**  
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