



Looking Good

A recent study, carried out by the Women's Sport and Fitness Foundation, discovered that a quarter of women are put off getting fit because they don't like the way they look when they exercise. If that sounds familiar then try overcoming this fear by finding an activity that won't make you feel so self-conscious. Do a home fitness DVD, join a ladies-only class, or team up with a friend so you're not working out alone. You'll soon lose your hang-ups when you start seeing results!

4 ways to... take charge

Emotions ruling your eating habits or yo-yo dieted for years? Now's the time to regain control!

FIND YOUR TRIGGERS

Identifying the root cause of what makes you binge on junk food

is one of the first steps towards successful weight loss.

Founder of Diet Freedom (dietfreedom.co.uk)

Tina Michelucci believes that excess fat is more about feelings than food. "For many people, the best dietary advice in the world doesn't deal with the underlying problem," she says. "Instead, the key lies in addressing the emotional triggers that make us over-eat in the first place."

HAVE A GOAL

You're more likely to stick to a new diet if you have something to aim for – fact!

So why not give yourself a target, like getting in shape for a special occasion or a holiday? Be realistic too; set mini goals, stick photos up everywhere of that swimsuit or slinky dress you've had your eye on, tell your family and friends what you're doing to support you – anything to help you stay on track!

BE DIET CLEVER

Instead of munching on chocolate take a more guilt-free route. Studies have

shown that sweet, non-food substitutes can help curb cravings and prevent you from reaching for the real thing. Palmer's Cocoa Butter Formula Dark Chocolate and Peppermint Lip Butter (£2.49, Superdrug) is great for doing just that when you need a quick sugary fix, and delivers a very realistic waft without the calories.

START TODAY

Why wait until Monday to begin your new diet? Start by keeping a food diary for the next

week and record everything that passes your lips, right down to the chocolates you bought at the petrol station and barely noticed eating as you drove home (if you can't remember, check the car for wrappers!). Also note the times you eat and how you're feeling. You'll soon see just how much you're putting away and if there are any patterns that indicate when and why you might be overeating. Armed with this knowledge we guarantee your diet has a far better chance of succeeding.

72%

OF PEOPLE WHO ARE UNHAPPY WITH THEIR WEIGHT WOULD LIKE TO BE MORE CONFIDENT, NEW RESEARCH REVEALS*. THE MAIN DRIVING FORCE FOR PEOPLE WHO WANT TO LOSE WEIGHT IS ACTUALLY NOT TO IMPROVE THE WAY THEY LOOK BUT TO GAIN CONFIDENCE, AND MOST BELIEVE THAT AN INCREASE IN THIS ATTRIBUTE IS THE SINGLE BIGGEST MEANS OF IMPROVING THEIR HAPPINESS.



MIND MATTERS

WON'T START A DIET IN CASE YOU FAIL?

Confidence coach Eve Menezes Cunningham shows you how to start beating your weight-loss fears

Any change can be scary, as it's natural to feel comfortable with whatever we've been doing, even when that's no longer working for us. If you're afraid or aren't making progress, your goal is too big. Break it down into tiny steps. Look into ways to be more active on a daily basis and build up gradually. Instead of dramatically reducing your caloric intake and feeling deprived (and obsessed), cut back on one snack per day at a time. Long term, healthy success follows steady progress, not perfection.

Eve Menezes Cunningham is a confidence coach and wellbeing writer. For more information and free confidence tips, visit applecoaching.com