

Oct. 3, 2006

Woman's World

God Bless America

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A great week made easy!

Makeup that melts away 10 lbs

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5 cash-growing tricks

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4 top ways to avoid salon disasters

INSTANT WILLPOWER!

Always hungry? Can't lose weight?

The salad secret that **Prevents breast cancer**

UC BERKELEY BREAKTHROUGH

- ✓ shrinks your appetite!
- ✓ makes your body release stored fat!

Enjoy your favorite foods without being tempted to binge—and

Lose 7 lbs a week!

Cali's a size slimmer



Fun shower gift! Make a

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'I lost 50 lbs!'

Skinny Key Lime Pie!
Slimming and delicious!



Instant will



Always hungry? Can't lose weight? Discover a diet that allows you to eat *whatever* you want.

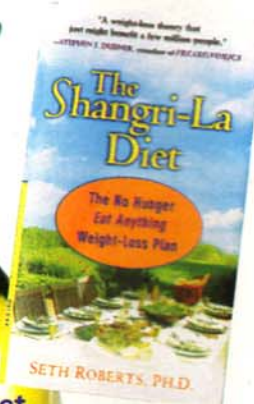
When Cali Ellis moved to a town with lots of great restaurants, she soon outgrew her pants. The Kalamazoo government analyst, 30, tried to diet, but was losing her battle with oversized portions—until she read about a breakthrough anti-hunger strategy developed by a University of California at Berkeley psychology professor. “Now I’m in total control. Instead of a large bowl of my favorite dip, I have half a small bowl and don’t think about the leftovers. That’s *huge* for me,” says Cali, who’s traded tight size 14s for loose 12s. “I didn’t consciously change. My appetite is just very much suppressed, so it’s been easy.” Cali is among a growing number of devotees who report the same phenomenon. “I keep hearing the word ‘amazing,’” says UC Berkeley’s Seth Roberts, Ph.D., author of *The Shangri-La Diet*.

What you do

Don’t let the name of Roberts’ book fool you. “It’s *not* a diet—no menus, no points, no special foods,” insists San Francisco retiree Sally Andrews, 66, down 40 pounds. “Truthfully, no one knows you’re doing it.” And by “it” she means this: swallowing a tablespoonful of oil twice a day. Roberts says



Go to www.shangriladiet.com for more than 10,000 posts offering info and tips about this plan. You can also post any questions you have and expect quick answers.



refined walnut and light olive oils are best. The only rule: no additional calories for one hour before or one hour after each dose. “Sounds weird, but it works,” promises Cali.

In fact, when *Woman’s World* readers tested the strategy, they shed as much as seven pounds in seven days!

Science behind the magic

While reading scientific journals to prepare for a lecture, Roberts had a eureka moment. He began to suspect that our bodies might use *flavor* in food to gauge when to store fat and when to release it. After all, he reasoned, our brains have likely realized we eat lots of mouthwatering calories in times of abundance. And the brain is definitely programmed to stockpile in times of abundance to ensure survival in times of scarcity. So mouthwatering flavors trigger “an increase in hunger and fat storage,” Roberts explains. “By con-



SUCCESS STORY

Cali lost a size!

When Cali Ellis’ niece asked if she was having a baby, “I knew I had to do something,” says the Kalamazoo analyst, 30. After losing 15 pounds on her own, she hit a plateau. Then an ad for *The Shangri-La Diet* caught her eye. “My cravings have disappeared, and I make much better food choices now,” she smiles. “With the oil, I don’t overeat. It’s great!”

Cali’s tip

“Find the time that works best for you to take the oil. Once you find it, you’ll see amazing results!”

power!

cover the cheap, effective 30-second strategy
and still lose 7 lbs. a week!

SUCCESS STORY

Julie lost 22 lbs!

"I was hungry all the time," says Julie Parisien, 34. "And I was eating 2,500 calories a day." The former Olympic skier and mom from West Bloomfield, Michigan, was ashamed of her eating habits. Then, she heard Roberts on the radio and ordered his book. "Before, my hunger was overwhelming, but now, I know what fills me up. It's liberating!" Julie is down 22 pounds and two sizes. "It's definitely doable!"

Julie's tip

“ At first, the oil was hard to swallow, but now I put it in eight ounces of water. It goes right down! ”



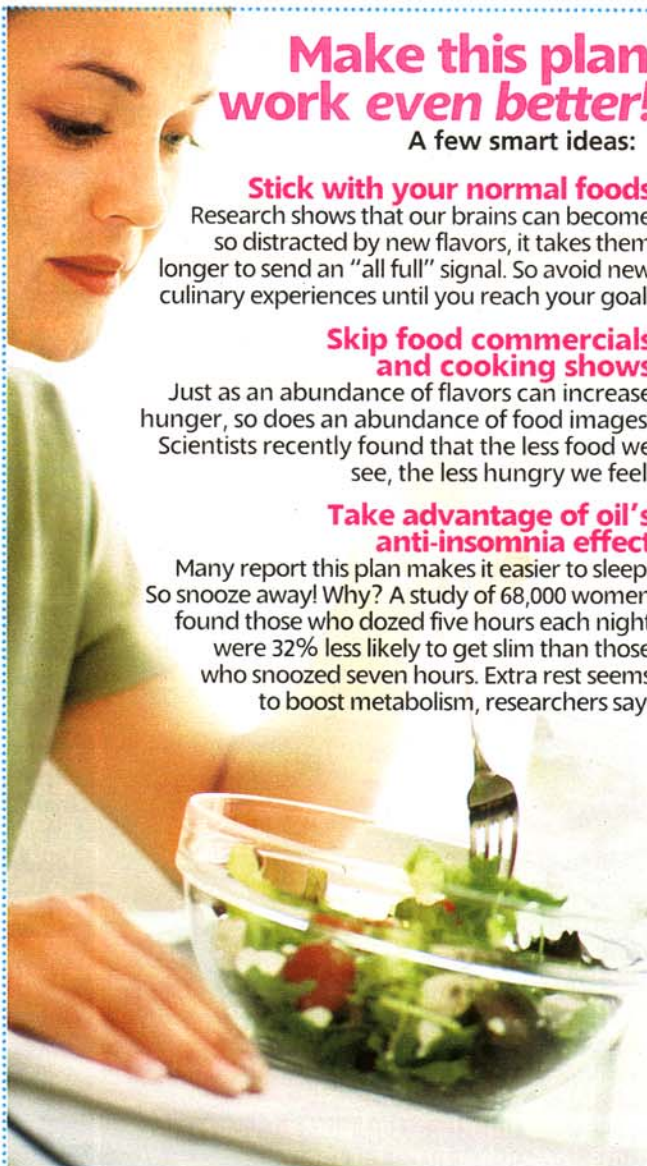
trast, not-so-mouthwatering or flavorless calories signal scarcity" and thus trigger a decrease in hunger and an easier release of stored fat.

Turning this interesting idea into practical weight-loss advice took lots of trial and error. Eventually, Roberts came to the conclusion that regular doses of flavorless calories "trick your system into thinking food is scarce," explains the pro. "Your brain will turn hunger mostly off, and you will lose weight without struggle." Flavorless oil seems to perform the trick best. "I decided to be my own guinea pig," says Roberts. In short order, he was 35 pounds slimmer.

Wow!

"The more you weigh, the stronger the effect seems to be," adds Roberts, who has helped folks lose as much as 100 pounds. "And there are a lot of other surprising benefits. Better sleep and better skin are the most common ones."

The bottom line? "It's really, really simple," says Cali. "It's safe and cheap. And, in my experience, you'll get results in the first week. Your hunger is just gone." Best of all: "You can start right away!"



Make this plan work even better!

A few smart ideas:

Stick with your normal foods

Research shows that our brains can become so distracted by new flavors, it takes them longer to send an "all full" signal. So avoid new culinary experiences until you reach your goal.

Skip food commercials and cooking shows

Just as an abundance of flavors can increase hunger, so does an abundance of food images. Scientists recently found that the less food we see, the less hungry we feel.

Take advantage of oil's anti-insomnia effect

Many report this plan makes it easier to sleep. So snooze away! Why? A study of 68,000 women found those who dozed five hours each night were 32% less likely to get slim than those who snoozed seven hours. Extra rest seems to boost metabolism, researchers say.

FAQs

1 How long does it take to feel the anti-hunger effect?

It seems to vary based on individual body chemistry. Many people say they feel a difference within hours, says Roberts. For some it takes a couple of days, for others up to three weeks.

2 When is the best time to take the oil?

Again, this seems to vary. Roberts suggests taking your doses first thing in the morning and just before bedtime. But you can experiment and take it whenever it is most convenient or seems to work best. Julie (see her story, left) takes both her doses at once, a few hours before lunch.

3 Can I use any oil?

Avoid flax, unrefined walnut and extra virgin olive oils, which have strong flavor, says Roberts. The pro recommends extra light olive oil and especially refined walnut oil, which is both flavorless and nutrient dense.

4 Can I really eat whatever I want?

Yep! But remember, the magic here is in hunger reduction. It's smart to serve yourself smaller portions so you're not overeating out of habit.

