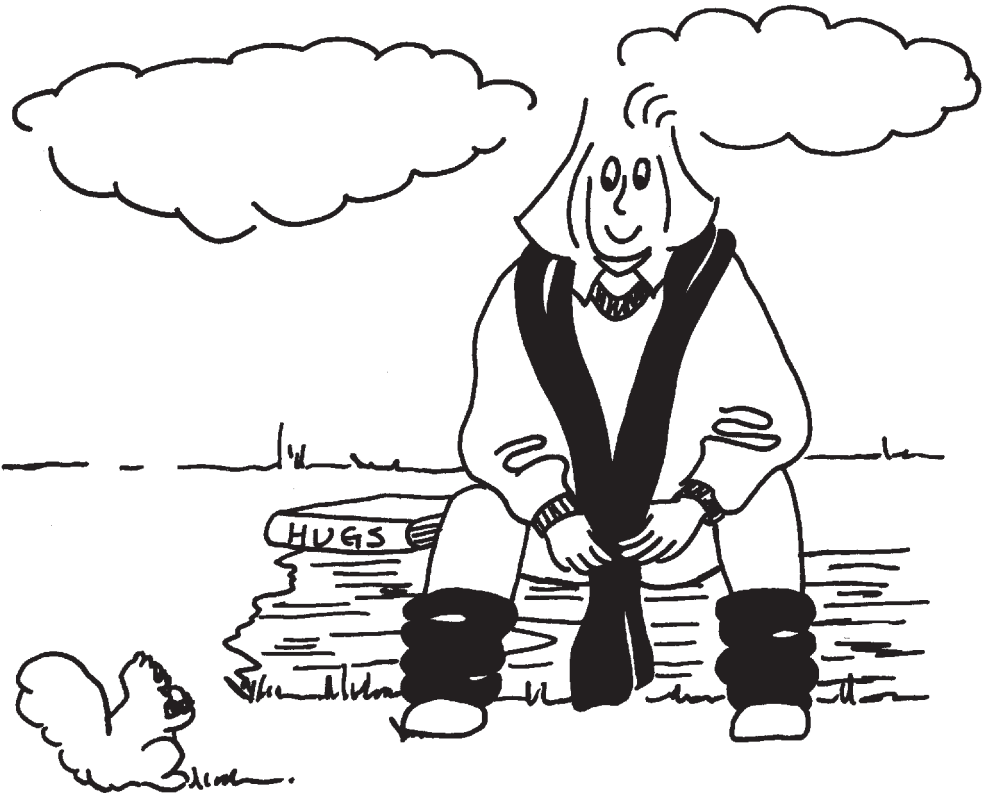


Introduction

Better Living Through
HUGS™



YOU COUNT,
CALORIES
DON'T

Is something wrong in your daily eating routine but you don't know what it is? Are you famished, tired, listless, lacking drive and energy? Do you identify with one of the following scenarios? If you do, the HUGS™ program presented in this book can help you develop a better and healthier life-style. HUGS™ came into existence as an alternative to dieting. It allows people to regain control of their weight, food, and life. It presents a positive approach to healthy living by helping you to feel better about yourself.

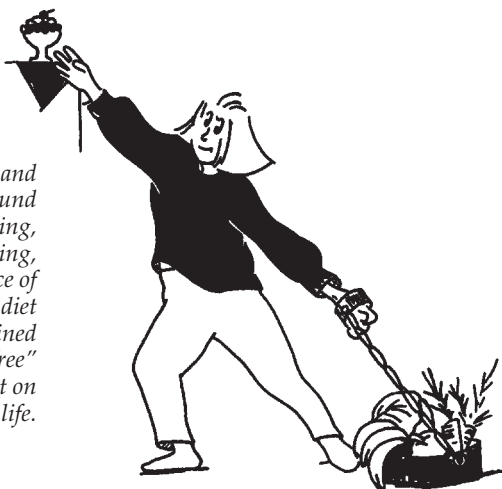
WHY HUGS™ WORKS

HUGS™ works on the premise that diets set you up for failure. Deprogramming a person from the diet mentality is the key to regaining control. HUGS™ focuses on health and wellness rather than on weight and slimness. It allows each person to adjust to his or her natural weight according to what the body is genetically predestined to be.



Rush! Rush! No breakfast. Quick lunch. Dragging by 4 o'clock. Raiding the fridge before dinner and munching and munching after dinner until bedtime. Your eating is out of control.

You're preoccupied with food and weight. Your life is centered around the "do's" and "don'ts" of eating, leading to a round of indulging, guilt, and denial. If you eat a piece of cake today you'll have to diet tomorrow. You feel you are chained to a diet. You would like to be "free" from the chains of dieting and get on with the rest of your life.

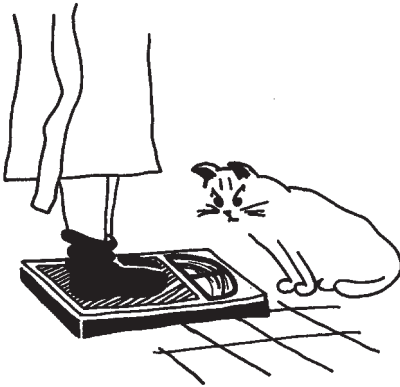
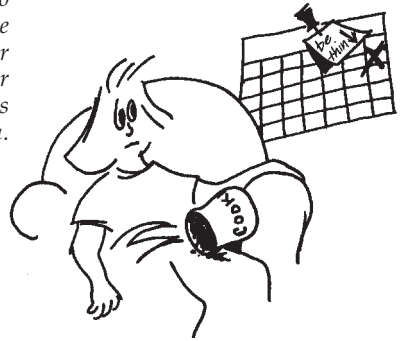


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HUGS™ counters the pervasive cult of slimness in our society. It helps you recognize that the desirability of a perfectly proportioned, ultra slim body is an unnatural goal that has been forced on all of us by multimedia advertising. We are conditioned to believe that we must conform and that the illusionary perfection of slimness can be ours if we follow the perfect diet, eat the right way, and allow the pursuit of this false ideal to overtake and control our daily lives.¹ The HUGS™ program helps people realize that individual differences are important. HUGS™ will show you how to be the best that you can be, physically and emotionally.

The HUGS™ program is a unique approach to self. It was developed to make you aware of your natural strengths and free you from dependencies. HUGS™ is a process of self-discovery. As you learn alternate ways to look at yourself you will acquire the skills,

You plan to starve during the week to compensate for the anticipated binge at Uncle Joe's wedding next Saturday. But your willpower runs out and suddenly the cookie jar is empty. Your nagging hunger gets the better of you.



You're on a diet, but overeating on holidays is socially acceptable. Your guilt feelings lead to the next diet. This on-again off-again dieting leads to the weight-loss/weight-gain cycle.

You're a nibbler. You eat food simply because it's there. You feel tired and draggy. Now you're interested in learning how you can live a healthier life-style.



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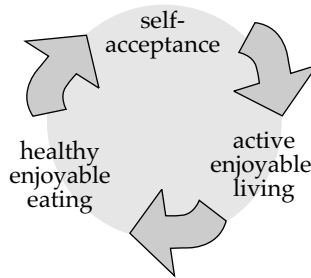


techniques, attitudes, and ways of thinking that will allow you to take charge of your life. You will be the master. You will like yourself. This is what the HUGS™ program is all about.

THE HUGS™ PHILOSOPHY

A positive attitude and self-esteem form the basis of the HUGS™ philosophy. Once you have acquired these you will move forward more quickly and you will be successful. The inner strength that comes from a feeling of self-worth creates a desire to nurture yourself by taking care of your body and mind. By creating a nucleus of positive thinking, you suddenly find the energy and desire to fine-tune your eating habits and to be more active. This sense of accomplishment and satisfaction from increased levels of activity and improved eating kick off the cycle: positive thinking, healthy enjoyable eating, and active enjoyable living. You will become a vibrant, attractive person at the weight that is right for your body, and you will maintain this new you through the balanced cycle you have established.

BALANCE IN LIFE: Healthy Living



WHAT TO EXPECT

The HUGS™ program expressed in *You Count, Calories Don't* will help you achieve a balance in life. Sometimes overeating or a preoccupation with food is a sign of low self-worth.

You will learn how to face reality in a positive way, how to empower yourself to have the power of choice, and how to have a normal response to foods, that is, one of celebration rather than denial. Best of all you will rediscover the pleasure of good food and healthy living.

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This book will help you become a healthy person and show you how to learn from past experiences. During the period of self-discovery and inner growth you will be motivated from within and you will live in the present and focus on the moment at hand and savor it.

Growth does not mean trying to be someone else or comparing yourself to other people or accepting imposed standards of diet and fitness. It means striving to be the best that you can be with what you have been given genetically!²

This book will kick your mind into gear. You will be freed from the traditional quick fix of instant weight loss and the disappointment when the weight returns. With HUGS™, you will find an internal quick fix; that is, you will find out what works for you and you will be able to maintain the new healthy life-style. You will be set up to win!

And what about *fun*? The struggle to maintain or reach an unrealistic ideal weight goal puts people to work against their bodies. There is a proper weight for each individual called the set point, and this comfortable level should be the weight focus for healthy living. It's unfortunate that society tells us in a hundred subtle ways how we should look and behave. It takes courage and determination to decide to listen to your own body for the right weight and accept yourself as you are. When you do this there is no stress and maintaining the new you is actually fun. One of HUGS™ top priorities is enjoyment, not struggle.

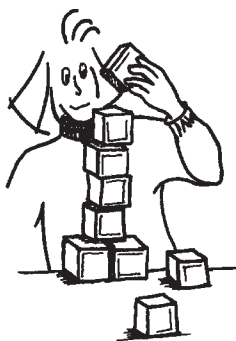
Since formulas and diets are not the answer, you need something that works. *You Count, Calories Don't* will show you a simple approach that can be used by many people. It's for the new nonsmoker, the large man or woman or compulsive dieter, the individual with high cholesterol, the person with diabetes, the person with premenstrual syndrome, and for the children of people with diet and health problems. Once you have achieved your new healthy life-style you'll find it's suitable for the whole family.

This book will help you

- end dieting forever,
- be in charge of food and life,
- stimulate new ideas and ways of thinking,
- improve your health, both physically and emotionally, and
- show you how to be the best that you can be.

HOW TO USE THIS BOOK

To derive the most benefit from the book, read it slowly one chapter at a time, taking time to digest the information and put the suggestions into action. Tune into the excitement of the ideas presented and look at the examples. This will help make the information real for you. As you proceed step-by-step, try out each suggestion and enjoy the journey to healthy living. Repetition and practical examples that create momentum to get you going are what make this approach work. These serve as building blocks to internalize and assimilate the information. Reading the book over again will always reveal new ideas that will help you discover the real you and help you fine-tune your life-style to become a happier, healthier person.



You Count, Calories Don't has evolved as a written guide to the HUGS™ program but it can be used by itself or in conjunction with the affirmation tapes and fitness video (see order form at end of book). The book was written with you the client in mind. Use it to put the fun back into healthy living!

Before you continue, take a moment to fill out this life-style quiz. As you move through the book, you will notice that your attitudes will change. This is part of the internal quick fix that will set you up to win! As you proceed the process will become easier. Discovering the new inner you gradually changes the outer you. This will be observed and these changes will be permanent. The life-style quiz will help to rate your progress in achieving a healthy life-style and obtaining a healthier outlook towards life. Your life out of balance will become your life in balance. You will learn how to revitalize yourself by seeing your life as a series of challenges, not as a series of problems.



HOW TO GET THE MOST OUT OF THE BOOK

The first step in seeing your life as a series of challenges is to feel in charge. In order to feel in charge you have to make your own choices. Try changing the way you speak and the phrases you use. Think enthusiastically.

LIFE-STYLE QUIZ

- 1 Always
- 2 Very often
- 3 Often
- 4 Sometimes
- 5 Rarely
- 6 Never

I am unhappy with myself the way I am.

I am preoccupied with a desire to be thinner.

I weigh myself several times a week.

I am more concerned with the number on the scale than my overall sense of well-being.

I think about burning up calories when I exercise.

I am out of tune with my body for natural signals of hunger and fullness.

I eat for other reasons than physical hunger.

I eat too quickly, not taking time to focus on my meal and taste, savor, and enjoy my food.

I fail to take time for activities for myself.

I fluctuate between periods of sensible, nutritious eating and out-of-control eating.

I give too much time and thought to food.

I tend to skip meals, especially early in the day, so I can “save up” my food for one big feast.

I engage in all-or-nothing thinking. I tend to feel that if I can't do it all, or do it well, what's the point?

I try to be all things to all people.

I strive for perfection in my life.

I criticize myself for not achieving my goals.

Total Add 4 to the score to determine your percentage.
(Note: Compare this score with same quiz at end of book.)

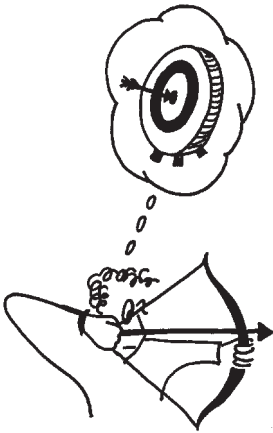
YOU COUNT,
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Use sentences in your subconscious such as
"I like and respect myself."
"I am worthy of the respect of others."
"No matter what anyone says or does, I am a worthwhile person."

Replace "have to" with phrases such as

- "I want to,"
- "I like to,"
- "I choose to,"
- "I love to,"
- "I believe I can."

When you approach a task, put your heart in it, go with the flow and experience the power within you that will allow you to develop your inner strengths. Allow the experience of learning about your inner resources to develop, and picture yourself being effective in stressful situations.



- **SET YOUR GOAL.** Make it realistic. Focus on the attitude and life-style change. Be specific. For example, say to yourself "I will eat regularly, starting with a balanced breakfast."
- **VISUALIZE THE GOAL.** Picture yourself in your mind eating regularly as part of your daily routine.
- **AFFIRM THE GOAL.** Repeat it in your mind and practise it so that it becomes second nature at the subconscious level.
- **LOCK ONTO THE GOAL.** Develop a sense of momentum that will move you forward, creating the inner excitement of "mini-successes" that keep you progressing. Focus! Focus! Focus and take action.

If you feel good about yourself, you don't need to use food as a crutch to make yourself feel better. If you use affirmations to feel better about yourself, you no longer need to turn to food as a temporary comforter. Use the following affirmation to help you put this way of thinking into action.

"I like myself. Therefore I will take care of myself and nurture myself with healthy eating and enjoyable activity. If I feel good about myself, I don't need to turn to food to comfort me."

LIFE-STYLE ADJUSTMENT

"I don't want to make a life-style change—I want to follow a diet." This is what most people say when confronted with this new way of thinking. It's easier to just follow a prescribed regimen than take control

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yourself. But life-style change is exciting. Once you've started you won't want to stop. Let's begin by understanding what it means.

Change is always difficult at first, but once you believe that you have the ability to find the right balance of food, activity, and life attitudes, you can break free from diet sheets and meal plans forever. Once you understand the HUGS™ method, you can put it to work for yourself, leaving room for flexibility. My experience has shown me that HUGS™ works even for people with diabetes, and it will work for you.

I think most of us agree that diets don't work. You gain back the weight you lost because you go back to your former way of eating and living. When you realize this you no longer blame yourself for the failure of the diet. A change of life-style and change of attitude towards food and yourself are what is needed. You need to acquire skills that can be used in every aspect of life. This will result in a healthier you.

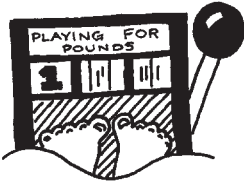
Changing your way of life and thinking is a step-by-step process. It's gradual but it's fun. Once the goal of natural weight and healthy life-style is achieved, it is for a lifetime! With life-style change you keep on learning and improving.

Dieting produces results too. But the weight loss achieved after following a rigid diet is usually temporary. The new diet is often too drastic to be maintained, and as soon as you stop following the diet you gain weight again. Because it is an artificial and unpleasant way of eating, a diet is stressful, both physically and emotionally. The diet controls you. You live by the diet sheet. You lose the weight but have you really learned anything about eating or about yourself? Can you realistically eat this way for the rest of your life, depriving yourself, always thinking of food? Is your goal of weight loss realistic and can you possibly reach the goal expected of you? Can you endure until the end of the diet without going off it?

So many of my clients have told me that when they



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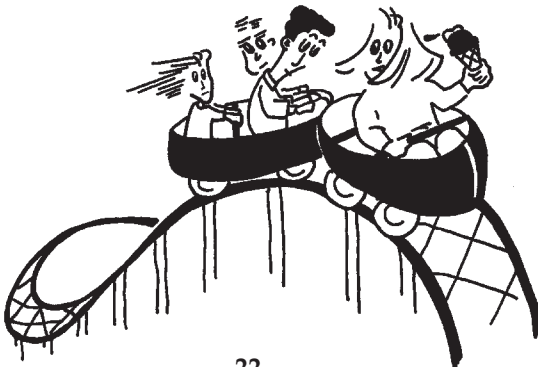
were in weight-loss programs they would starve themselves before weighing in so they could mark the weight loss in their little book and appear to be successful. When I asked them about activities after a weight-loss meeting, they replied, "We reward ourselves at the donut shop. We were starving!"

Did you ever notice how few people stay for the lecture at many of these weight-loss meetings? All that is important to clients is the number on the scale. This is a negative approach to weight control. It involves cycles of starvation and binging. No new skills are learned and the problem of weight control is never solved.

Actually, the scale, as your measure of success, gives you a false sense of security. A scale focuses solely on results, and causes you to work against your body to achieve this end. Diets follow an external cue. They try to impose change on your behavior and your way of doing things. This external motivation or "hype" that occurs at each meeting keeps you going for a while. Eventually you come to rely on this support and can't do without it. There is no motivation from within.

When the weight is lost you feel good because of all the acceptance and compliments you receive. When the compliments stop and the attention is gone, the weight goes back on. You cannot maintain the rigid diet, but you feel ashamed that you lack the willpower. Your sense of self-worth diminishes and you begin to equate slimness with self-confidence. You lose sight of who you are. That poses a critical question. Are you losing weight for society's

approval or for yourself?



Then you diet again to punish yourself for not looking the way society dictates that you should look. Then you binge to rebel against dieting and society's refusal to accept different body

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shapes. Up and down you go, along with your sense of self-worth and self-esteem.

In contrast to this, life-style changes are gradual because they are a learning process. Step-by-step adjustments allow your body to embrace the newness. This does not mean going from fried potatoes to brown rice all in one swoop. Your body would likely rebel by craving sugar, because the change was too sudden to allow your body to adjust. A more acceptable approach would be to gradually introduce white rice, possibly once a week, then with time, mix white rice with brown rice, and only a year later would you have brown rice more frequently.



Life-style changes are positive and enjoyable. As your body adjusts it doesn't rebel. You can live with it and you feel a sense of accomplishment. Stress also diminishes when you are not competing against others, but rather looking within yourself to find your own level of progress. The focus is on the process, the facts, the skills, and the techniques. These are the "how-to's" of living a healthy life-style. You are not controlled by your diet. Rather you are empowered to effect change and take back control.

With the HUGS™ program the motivation for change comes from within as you proceed towards a new you. You make changes simply because it makes you feel good and gives you more energy. Once you have mastered this you are permanently successful. HUGS™ is a hug for you. It allows you to accept yourself as you are, the first step in increasing control and improving your self-esteem. You choose to change your life-style for yourself, not for anyone else. And with more confidence you are not dependent on compliments from others to continue to practise your new life-style.



Working with life-style change can breathe new excitement into your life. It is a totally positive experience that allows you to eat again, taste, savor, and enjoy food without starving and binging. It puts carbohydrates back into your meals, leaving you satisfied, happy, clear-headed, and in charge.

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You count, calories don't. By focusing on yourself and your needs, learning to tune into and be aware of your body, you will feel better about yourself and your energy level will improve. If you feel better about yourself you will gain confidence in your ability to focus on mini changes as measures of success.

You will learn skills and ways of thinking to take the focus off calories, scales, and weight which will allow you to rediscover yourself and become a happier, healthier individual. This process occurs naturally without counting calories and being obsessed with food and weight. Rather than complaining or exhibiting the "poor me" attitude, taking responsibility creates a positive and energetic momentum.

You don't need to count calories. You need to change your attitude. You don't need self-control for denial, you just need to think normally. You will learn to look at your eating as part of your life. You will be given the tools to deal with the problems as they arise.

This renewed confidence in your ability shows you how to think positively and makes you realize that if you believe you can do it, YOU CAN.