New magazine launches today for weight loss

Media24 launches the quarterly Lose It! - which is devoted to weight loss, improved health and the revolutionary 'Tim Noakes' or Banting diet today, Monday 7 April 2014.



Suzy Brokensha edits the title. "There's no doubt that there's a complete shift underway in the way we eat. Countries worldwide are starting to change the way they look at the food pyramid we all learnt in school, and not a moment too soon. This magazine is at the cutting edge of that shift. It has expert input from, among others, Professor Tim Noakes (exercise scientist), nutritional therapist Sally-Ann Creed - who has been working with this diet and seeing the results for decades already, Jobst Olschewski (CrossFit trainer) and Justine Kiggen (Fairlady food editor and recipe developer) are just some of the experts providing advice in the magazine."

Advice and tips

The magazine gives readers everything they need to know on how to start Banting immediately, from detailed food lists of what one can and can't eat, to inspiring success stories, expert advice and tips, and over 60 nutritionist-approved recipes that will delight the fussiest foodies - as well as the science behind the theory.

This 84-page glossy fills a unique gap in the market, according to Brokensha, because it is about much more than the weight-loss - although the weight-loss results are extraordinary.

Changing the way people eat

"It's a revolutionary way of eating and thinking about food. Banting is part of a worldwide realisation that sugar and other carbohydrates compromise our health far more than fat, which has been demonised for years. We need to change the way people think about what they eat and we are committed to doing just that.

"It is more than just a magazine - it's about giving people who have given up hope of ever feeling healthy or slim their lives back. It has all the tools and expert advice that they could possibly need, and it is very inspiring. It will put them on a course that will change their lives. For anyone who wants to lose weight, up their energy levels and reduce their chances of type 2 diabetes, among other conditions, this is the answer."

Volume 2 will be out on 30 June, volume 3 on 15 September and volume 4 on 29 December. The title retails for R49 and is available digitally at www.mysubs.co.za. For more information, go to loseit.dailyfix.co.za.

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