

## "OMG: Get Skinnier" - a cynical exploitation of teen girls

It is the latest diet fad, *Independent Online* says, to urge weight watchers to soak in ice-cold baths, give up fruit and gulp down black coffee before exercise. "Six Weeks To OMG: Get Skinnier Than All Your Friends" - a self-published ebook - has topped the bestseller list and secured its author a seven-figure US book deal.

According to *Independent Online*, nutritionists and parents fear the "quick fix" diet could herald an epidemic of eating disorders, and critics say the word-of-mouth hit, said to be inspired by reality TV show "The Only Way Is Essex", cynically targets impressionable teenagers.

Psychologist Deanne Jade, of the National Centre for Eating Disorders, said she was horrified by the diet's premise. "Teenagers will try anything. They'll sit in a cold bath for hours." Jade warned that sitting in ice-cold baths can seriously damage the immune system and said drinking black coffee stimulates the adrenal system, leaching minerals and vitamins from the body and damaging the thyroid, reports *Independent Online*.

Read the [full article](#) on [www.iol.co.za](http://www.iol.co.za)