



Stop blaming yourself & blame your (old!) weight-loss method

Do You:

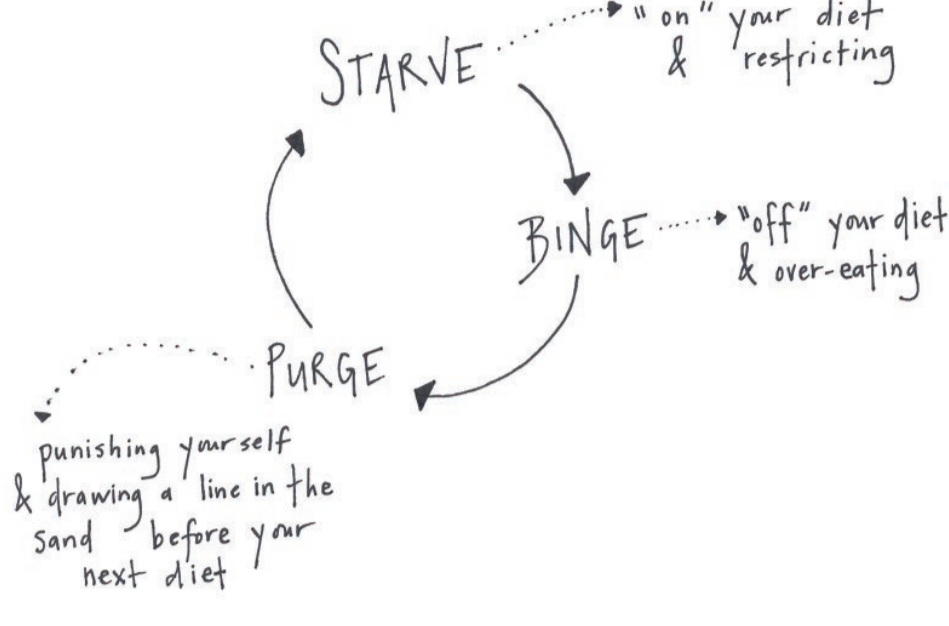
- do extra exercise or skip a meal to get back on track after eating too much?
- eat low-fat food, like 1% yogurt instead of full-fat yogurt?
- try to feel full by eating low-calorie options & drinking lots of water or diet pop?
- ask yourself why other people can eat so much and still be thin?
- overeat *between* diets? And usually it's cookies or other food you've blacklisted?



Well, guess what!?

Breaking your diet has nothing to do with willpower!

Starving leads to bingeing.



See, the reason you've been "on" and "off" diets (despite trying so hard to lose weight) is because dieting triggers a vicious cycle.

Here's what this vicious cycle can look like:

- As soon as you break your diet, you raid the kitchen cupboard. Then start a new diet.
- After eating a McDonald's Blizzard with friends, you go home and run a few miles, take laxatives or vomit.
- When you end up eating too many crackers for a snack, you skip dinner... and then graze all night



me when I was caught in the vicious cycle

Overeating is a completely normal response to dieting

And worse... putting your body through extremes, confuses your body and forces it into survival mode.

In this state:

- your metabolism slows down
- it's hard to lose weight and super easy to GAIN weight
- your body burns both fat and muscle for fuel

But because restricting leads to bingeing on calorie-rich, high-fat & sugary processed foods that digest quickly, the weight you regain is fat (not muscle).

In short... Dieting works against your body and sets you up to fail.

Capiche?

Good. Then you're ready to:

STOP dieting



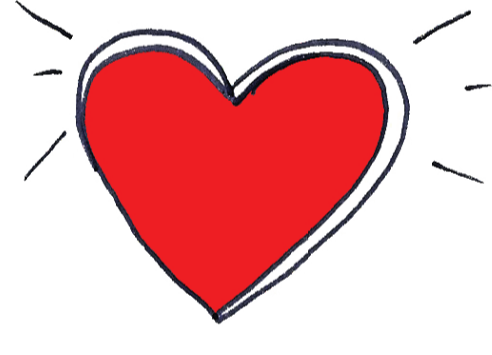
Reaching your HAPPY weight is all about working *with* your body.

How? By getting into a healthy routine

Then your metabolism will bounce back!

In fact, when you start eating food your body loves at breakfast, lunch and dinner (and snacks when you're hungry between meals), you'll:

- ✗ no longer crave processed food
- ✗ have ZERO desire to binge
- ✗ stop thinking about food All. The. Time.



And the food you'll feel like eating is the type that's packed with nutrients, gives you tons of lasting energy and unlocks your HAPPY weight.

So, to help you break the starve-binge-purge cycle and boost your metabolism...

Check out what a healthy routine looks like!

Want a One-Day Meal Plan that's an example of a breakfast, lunch and dinner + snack that I eat all the time?

These kinds of meals and snacks unlocked my HAPPY weight 21+ years ago. (I lost 30 pounds for good!)

GET FREE MEAL PLAN

OR Visit: the10principles.com/freemealplan



Kelly shows you the shocking and almost hilariously simple knowledge that...

weight loss can happen WITHOUT restricting any food groups, obsessing over numbers—like counting calories and measuring what you eat—or feeling hungry or deprived. Already I've lost 20 pounds. - Catherine, Australia

Ready to unlock your HAPPY weight without dieting?

I'm so glad you're here.

Hi, I'm Kelly. Author of *It took me 10 years to lose 10 pounds* that's recommended by physicians to heal disordered eating.



My 1:1 clients uncover how to stop dieting, eat like they give a damn about their bodies and fit into their favorite jeans – like I did 21+ years ago.

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Ready to ditch dieting and unlock your HAPPY weight?

work with me 1:1

No Kelly



Unlock your HAPPY weight without dieting

Find out who you are without disordered eating

