

C.S. Lewis & Co. Publicists

Dear Editor/Producer,

There's one reason why people put off starting a weight-loss program, or fall off the one they've begun. In a word, *deprivation*. People fear it and they don't want to feel it.

Weight-loss and nutrition expert **KATHERINE TALLMADGE, RD**, was inspired to write *Diet Simple* (LifeLine Press, Jan. 2002) after years of witnessing the joy, surprise, and relief of her clients as they learned that losing weight her way was an easy and positive experience. For a diet to work, she reasoned, it's got to be painless. Tallmadge, a registered dietician with a master's degree in behavior sciences, has a well-known private practice in the heart of Washington, DC.

The Diet Simple Program is unlike any other. Tallmadge devised it so that it can be highly individualized to suit the unique habits, lifestyle, and personality of anyone who tries it—from the emotional overeater and frequent traveler to the party-goer and workaholic. With her approach, absolutely anyone will succeed in losing weight, from 10 to 50 pounds a year.

There are two main concepts behind the Diet Simple approach. The first is that small positive steps can lead to significant accomplishments. In simple math, cutting out 250 calories per day results in a 26-pound weight loss per year. The second big idea is key: Choose the easiest and most pleasant way to reverse your calorie meter, using one of Tallmadge's 154 tips, and dropping pounds will seem effortless.

Readers will find:

- 154 ingenious tips, tricks, and substitutions—practical, almost mindless ways to incorporate smart eating and exercise into your already busy life, with the precalculated pounds you can expect to lose by sticking with one or two tips you like best
- Diet Simple Menu Plans with the nutrition balance and calories already worked out for you by the expert
- Low-cal, gourmet “Batch” Recipes from America's best chefs—including the French Culinary Institute, Graham Kerr, and Jacques Pépin—to make ahead and refrigerate or freeze for later

Diet Simple is like having your own nutritionist who custom-designs a diet plan best suited to *your* personality. Drawing from nearly twenty years' experience as a practicing dietician, Tallmadge tackles the real lifestyle and eating issues faced by ordinary people, and brings home the message that losing weight can and should be painless.

Please let me know if I can arrange a time for you to speak with **KATHERINE TALLMADGE** directly.

Best Regards,

Cathy Lewis

For Successful Weight Loss, It's the Little Things that Count

***New Book Shows How Small Changes Add Up
to Big Weight Loss over Time***

Did you know that if you add salad to your lunch and dinner you could lose 36 pounds a year? Or that eating four frozen dinners a week could result in an 18-pound loss?

When it comes to dieting, time is on your side. Make one or two minor changes in your eating or activity habits, and over the course of three months, you will begin to see significant weight drop. But you won't feel as if you are dieting—and that's the whole point.

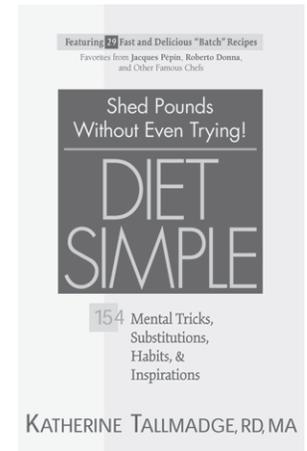
KATHERINE TALLMADGE, RD, author of *Diet Simple* (LifeLine Press, January 2002), has compiled 154 easy tips, substitutions, mental tricks, and inspirations that have helped her clients shed from 10 to 50 pounds a year—effortlessly and without feeling deprived.

During her twenty years as a weight-loss and nutrition counselor in Washington, D.C., Tallmadge has discovered that modifying small habits is easy. Over time, the extra calories saved or burned add up to staggering weight loss. This is the Diet Simple approach.

With *Diet Simple*, every individual can customize a plan that best fits his or her eating, exercise, and work habits. Readers will find:

- 154 proven weight-loss strategies to match any appetite or lifestyle
- 52 “Batch Recipes” from world-famous chefs for preparing low-cal, gourmet convenience meals ahead of time
- Delicious Diet Simple Meal Plans in which the calories and nutritional balance have already been worked out
- Dozens of expert tips to control emotional eating, reduce stress, and stay motivated for permanent weight loss
- Tried-and-true strategies for bar-hoppers, frequent travelers, noncooks, midlife women, workaholics, and disorganized eaters
- The “Metabolism Toolbox”—a scientific formula for calculating your own body's calorie-burning capabilities

Based on solid science and years of proven success, *Diet Simple* offers the easiest, most painless way for anyone to lose weight the healthy way.



“People sit in my office and just marvel about how easy and positive an experience it's been. I just love hearing that, because that's the way it should be. No one should have to suffer.”

—KATHERINE TALLMADGE

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About the Author and Expert

KATHERINE TALLMADGE, RD, MA, author of *Diet Simple* (LifeLine Press, Jan. 2002), is a weight-loss and nutrition expert with a twenty-year private practice in Washington, DC. A registered dietician with a master's degree in behavioral science, Tallmadge has counseled ordinary people as well as many of the nation's power brokers—congressmen and -women, diplomats, renowned journalists, and presidential cabinet members.

Few diet authors have Tallmadge's depth and breadth of experience. She has worked in the field with thousands of clients over the years. She was a college intern with the National Institutes of Health, and then did her professional internship as nutrition manager of a large nursing home. When she began her private practice in 1983, Tallmadge mainly worked out of medical buildings—with sports doctors, internal medicine doctors, and therapists. "This gave me invaluable exposure to various experts—the internal medicine side, the sports side, and the psychological side—that has really helped me through the years."

Tallmadge's *Diet Simple* approach has evolved out of her own success in overcoming an eating disorder, and by seeing what works and what does not work with her clients. "I've seen and experienced the pain of worthless and depressing diets, eating disorders, and obesity-related diseases. I know that gaining control over your health and your weight doesn't have to be painful."

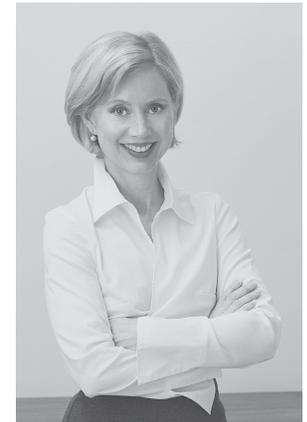
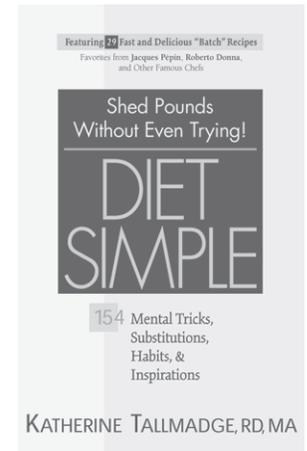
A compelling speaker and experienced media personality, Tallmadge has reported on food and nutrition as a correspondent and producer for the Television Food Network's daily news program. She has been a frequent guest on CNN and ESPN, and appears regularly in other national media venues, including National Public Radio, NBC News, and Fox News.

She has written articles for *The Washington Post* and *Modern Maturity*, and has been interviewed for many major newspapers and magazines, including *Los Angeles Times*, *The Washington Post*, *Washington Times*, *USA Today*, *Harper's Bazaar*, *Food and Wine*, and *First for Women*.

Among her many professional affiliations, Tallmadge is a member of the U.S. Department of Health and Human Services Nutrition Education Task Force and served as advisor for the District of Columbia's twenty-two Head Start Centers. For five years, she was chairman of the District of Columbia's Board of Nutrition and Dietetics.

She has done consulting work for the United States Senate, White House Athletic Center, President's Council on Physical Fitness and Sports, The American Dietetic Association, The Smithsonian, Public Voice for Food and Health Policy, Georgetown University, Trinity College, and many others.

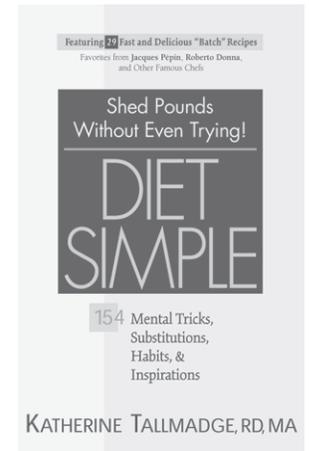
Tallmadge was invited to be a member of Les Dames d'Escoffier, a worldwide group of accomplished professional women in the field of food and wine. She lives and works in the heart of our nation's capital.



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Suggested Interview Questions

1. Let's talk basics. The idea behind your book is that simple, easy changes add up to significant weight loss over time. How many food calories equal a pound? How many calories does the body burn by walking for one minute?
2. What is the most common misconception people have about diets and weight loss?
3. Why is yo-yo dieting so common, and what is the cure?
4. Why have you and your clients been so successful at taking the weight off and keeping it off long-term?
5. Talk about your own eating disorder. How overweight were you and how did you overcome it?
6. What is "emotional eating"?
7. Give us some weight-loss tips for busy college kids, frequent travelers, or others you call "disorganized eaters"?
8. How can the CEO of a successful company or a working single mother with kids find the time to plan, shop, and cook the right kinds of meals required by most weight-loss diets?
9. What does the latest scientific research have to say about dieting and weight loss?
10. Aside from looking and feeling better, what are the health reasons for losing weight?
11. Is it really possible to go to happy hour, eat out at your favorite restaurant, enjoys desserts, and still lose weight?
12. What kind of people seek your help? Can you share some inspiring success stories?



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Segment Topics for Radio and TV

DO YOU KNOW WHEN YOU'RE HUNGRY?

Learn the important difference between hunger and cravings.

Hunger is a sign that your body is running low on energy and needs to eat. Cravings, on the other hand, live in your emotions. According to weight-behavior expert Katherine Tallmadge, people who lose weight successfully learn to distinguish true hunger from cravings. Find out:

- How to listen to your stomach, not your emotions
- How to rate hunger signals with a simple self-test *before* you eat
- How to thwart cravings when you're frustrated, tense, depressed, and seeking comfort in food

THE UPS AND DOWNS OF YO-YO DIETING

Nutrition expert offers advice on this common dieter's dilemma.

Weight-loss counselor Katherine Tallmadge cites scientific studies showing that a history of weight cycling, better known as yo-yo dieting, has no effect on your body's ability to shed pounds successfully. That's the good news. The bad news is that the more often people go on and off diets, the harder it becomes, emotionally, to succeed. Learn:

- Easy and painless ways to end the cycle once and for all
- Weight-loss strategies proven to keep weight off long-term
- Why joyless, extreme diets perpetuate the yo-yo syndrome

HOW TO LOSE TEN POUNDS IN TWO MONTHS

Diet expert says now is the time to start, with spring around the corner.

In practice for twenty years, nutritionist Katherine Tallmadge says her Diet Simple Plan works because it is easy to follow and is based on gradual weight loss—about a pound a week. Using her proven approach, anyone can lose ten pounds before spring. For many, shedding ten pounds may be all that's necessary to look and feel better. Find out:

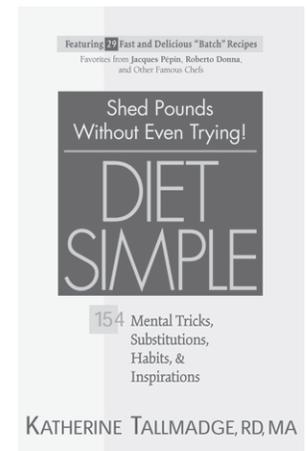
- Four simple habits you can easily change that add up to a one- or two-pound loss per week
- Why advertisements for fad diets promising quick and radical weight loss are fraudulent

HOW TO OVERCOME AN EATING DISORDER

Diet and behavior expert shares success stories—her own and others'

Katherine Tallmadge cringes when she looks at a photo of herself at fourteen, seriously overweight. Studies have shown that children of parents who are obsessed with weight problems are more likely to have weight problems of their own later in life. She discusses:

- Her own demoralizing struggle with weight, starting in youth, and how she overcame an eating disorder
- Moving accounts of clients who went from despair to success
- How to address behavior patterns that lead to eating problems



More than half of American adults (61 percent) are overweight and nearly a quarter are obese.

"The less you diet, the more successful you will be."

—KATHERINE TALLMADGE

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FEAR OF DEPRIVATION—THE DIETER'S ROADBLOCK

Weight-loss expert says losing weight should be effortless and painless.

People avoid dieting, says nutrition consultant Katherine Tallmadge, because they fear it will be strict, boring, and depressing and will leave them feeling deprived.

With successful plans, exactly the opposite is true. Find out:

- How to make a few small, almost mindless changes to achieve lasting weight loss without deprivation
- How to custom design a weight-loss plan for your personality
- How to set and keep goals to stay motivated

LETTING GO OF MOM'S LOVE HANDLES

Nutrition expert says lifestyle of today's busy mother doesn't have to result in weight gain.

Weight-loss consultant Katherine Tallmadge has counseled many women who are so busy feeding and caring for family members, while managing the household and holding down outside jobs, that they gain weight because they don't have time to care for *themselves* properly. Learn:

- How to gradually change "catch as catch can" behavior patterns
- How to cope with midlife female weight gain
- Weight-busting tips specifically designed for busy moms

THE THIN GOURMET

Learn how famous chefs can help you lose weight.

Prepare delicious dishes, cook more than you can eat, and savor gourmet leftovers throughout the week. Does this sound like a recipe for successful weight loss? Diet author Katherine Tallmadge says "Batch Recipes" from the world's most famous chefs are a key element in her easy and pleasant weight-loss plan.

Discover:

- Fifty-two main-dish stew, soup, and salad recipes from Jacques Pépin, Graham Kerr, Roberto Donna, French Culinary Institute, and others
- How to lose twenty-five or more pounds a year by making your own frozen or prepackaged meals
- How bachelors, workaholics, and other "disorganized eaters" can lose weight and save time and money through batch cooking

THE DIETER'S SECRET WEAPON

Nutritionist sings the praises of water—a key to successful weight loss.

Everyone knows that water is necessary for survival and oh-so-healthy. But most people do not understand why it is so important for dieters. Weight-loss diva Katherine Tallmadge explains:

- Scientific evidence that water suppresses the appetite and aids in weight loss
- How water helps tone muscles and prevents sagging skin
- The key role of water in metabolizing fat

Recommendations from the Centers for Disease Control and Prevention and the American College of Sports Medicine:

- People are more likely to stick with low- to moderate-intensity physical activities than all-out workouts.
- Moderate physical activity is just as good for your overall health as high-intensity workouts.
- Thirty minutes a day will give you excellent health and weight-loss benefits.

Are You a Disorganized Eater?

If you have time for everything but regular meals, it's time to establish some new habits.

Do you:

- feel as if you need a wife, mother, or maid to take care of you?
- get so busy that you forget to eat?
- wait until your refrigerator is barren to grocery shop?
- let yourself get ravenous, and then grab any food you can find?
- graze through the day but never sit down for a real meal?

If this describes you, you are a disorganized eater. Disorganized eaters often gain unwanted pounds, have a hard time losing weight, and are in need of better nutrition.

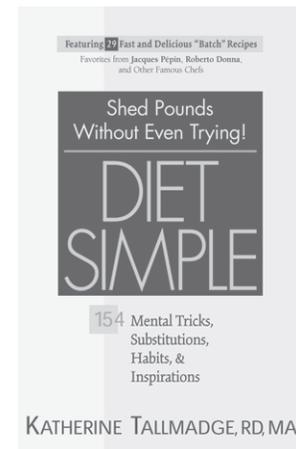
Weight-loss and nutrition consultant **KATHERINE TALLMADGE**, author of *Diet Simple* (LifeLine Press, Jan. 2002), says that the major reason for weight problems is simply a lack of planning. In her new book, she serves up dozens of tips specifically geared for people whose eating, shopping, cooking, and exercise habits stand between them and their weight goals.

Many people are under the mistaken impression that they don't have time to shop and cook in a way that diet programs require. To the contrary, says Tallmadge. Changing some of the key behaviors behind disorganized eating will save you time, money, and psychological stress.

Best of all, you will drop pounds, have more energy, and be healthier.

Tallmadge's Diet Simple Plan has helped hundreds of disorganized eaters lose weight and keep it off by modifying a few behavior patterns that lie at the heart of their weight problem. Adopt one or two of the strategies below and you *will* lose weight.

- Stock your office with quick and healthful foods—especially breakfast stashes and afternoon snacks.
- Get in the habit of “batch cooking”—cooking large amounts of soups, stews, and main-course salads to eat throughout the week.
- Always shop with a grocery list, and shop at regular intervals.
- Stash frozen dinners at work for nights when you work late.
- Eat out just once a week—at a really good restaurant.
- Incorporate more physical activity into your routine—e.g., park farther away; use stairs; take a five-minute walk once an hour.
- Keep a supply of frozen vegetables at home.



“Mealtime management is 50 percent of the solution. Your willingness to try something new is the other 50 percent.”

—KATHERINE TALLMADGE

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Are You an Emotional Eater?

Learn how to lose weight successfully by recognizing and overcoming non-hunger eating.

Do you:

- feel hungry all the time?
- crave sweets constantly?
- lose control with an open bag of chips or cookies?
- begin to lose weight, and then sabotage your own efforts?
- remember the last time your stomach growled with real hunger?
- eat more when you are upset, stressed out, or anxious?

If you are eating for reasons that have nothing to do with hunger, then you are an emotional eater. Most people engage in “comfort eating” to some degree, and that’s perfectly normal.

But when emotional eating begins to affect your health, your weight, and your self-image, it’s time to recognize the problem and deal with it.

In *Diet Simple* (LifeLine Press, Jan. 2002), eating-behavior expert **KATHERINE TALLMADGE** devotes an entire section of her book to strategies for overcoming emotional eating.

According to Tallmadge, careful meal planning and regular mealtimes are important ways to change emotional eating behavior. Once our bodies fall into a natural rhythm, it’s much easier to stick with healthy food choices.

The feelings and the unconscious self-talk we listen to every day also play a critical role in our eating decisions. Says Tallmadge, “Most people who have difficulty controlling their weight have never learned how to listen to their feelings or to their bodies.”

Here are some *Diet Simple* ways to gain control of non-hunger eating:

Organize your eating so you avoid excessive hunger or cravings.

TRY:

TIP #48: *Eat by the Clock.* Increase control with regular mealtimes.

TIP #52: *More Snacking, Fewer Calories.* Nip cravings in the bud.

TIP #58: *Satisfy Your Sweet Tooth.* Plan sweet splurges so you don’t feel deprived.

Learn to identify your feelings, and then manage them.

TRY:

TIP #44: *Love Your Pet.* Find new ways to unwind after work.

TIP #59: *Sing in the Shower.* Shower when you feel a binge coming on.

TIP #49: *Confront Your Feelings.* Uncover what’s really behind cravings.

TIP #64: *Get Moving Fast.* Exercise to reduce stress-related feeding.

Featuring 22 Fast and Delicious “Batch” Recipes

Favorites from Jacques Pépin, Roberto Donna,
and Other Famous Chefs

Shed Pounds
Without Even Trying!

DIET
SIMPLE

154 Mental Tricks,
Substitutions,
Habits, &
Inspirations

KATHERINE TALLMADGE, RD, MA



*“If you follow the strategies in **Diet Simple**, you’re going to lose weight.”*

—KATHERINE TALLMADGE

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