



# *Introduction*

Hi. My name is Sabine Faldon, The Happy Eating Coach.

Welcome and congratulations on making yourself a priority and reading this special report! If you are like most women, chances are you have struggled with your weight on and off over the years and have experienced temporary success with certain diets only to find yourself back to square one by gaining back all the weight you lost and then some.

*And as you might be discovering, the older you get, the harder it is to lose weight and keep it off!*

After a while it seems like the only way to lose weight and feel healthy is to make “sacrifices” and say good-bye to all the foods you really love and eat nothing but raw vegetables or completely banish the word “chocolate” from your vocabulary.

*Well, that’s not my idea of a vibrant life!*

For the last 30 years I’ve been fortunate to support dozens of women 40 and better to eat what they want and look and feel healthy and happy in their favourite outfit. That’s what I want for you, too.

That’s why I wrote this report because I’m on a mission to show women over 40 that it IS possible to lose weight, feel great, and live well at the same time.

But in order to do that, you might have to let go of some myths and misconceptions about food that have secretly been influencing your entire life.

*Let’s get started ...*

## Mistake # 3

When women get frustrated because they can't fit into their "skinny jeans" (or anything else for that matter) and decide it's time to lose weight, they usually look for the latest, trendiest diet on the market that seems to make "sense" to them.

In fact, most diets seem to work quite well in the short-run but fail in the long-run. Why? After some time the human body adjusts because it's made to survive. If you decide you're going to starve yourself or deprive yourself of certain types of food, your body is going to figure out a way to work with that simply in an effort to keep you alive.

Eventually, you find that you don't lose weight anymore and maybe even start to gain it all back. Or, depending on the diet you are on, you might become so malnourished of certain nutrients that your body simply craves the nourishment you need so much that you stop dieting and fall back into your old eating habits which are what got you into trouble in the first place.

And then, when you hop onto the next diet, the yo-yo kicks in; you know it's true...

*However, if this happens to you, congratulations! That means your body still works!*

"Dieting" really means trying to fix a long-term problem, achieving lasting weight loss, with a short-term strategy, diets and deprivation. That's a paradox and it just doesn't work.