

Source: Easy Living {Main}  
Edition:  
Country: UK  
Date: Wednesday 1, July 2009  
Page: 138,139  
Area: 995 sq. cm  
Circulation: ABC 185115 Monthly  
BRAD info: page rate £9,330.00, scc rate £0.00  
Phone: 0207 499 9080  
Keyword: Rodale

> durrants

PROBLEM  
SOLVED

# CAN YOU LOSE 10lbs FOR £10?

We can't all afford to visit a spa to lose those few pre-bikini pounds. The *EL* team spent ten days trying and testing various plans on the market – from the very cheap to the most expensive – to see which gives you the best value, pound for pound...

COMPILED BY RACHEL SULLIVAN

£

## BOOK: *Skinny Chicks Don't Eat Salad*

**COST** £9.99

Louisa Arnold, promotions co-ordinator, tried Christine Avanti's '360-degree approach' diet book (Rodale) that has a blood sugar-stabilising diet plan, exercise advice and recipes.

**NEED-TO-KNOW** The theory is simple – small, healthy combinations of protein and carbs, four times a day. With a background in clinical and sports nutrition, Avanti's informed approach to food is

a directive for the long-term, rather than a crash diet.

### LOUISA'S EXPERIENCE

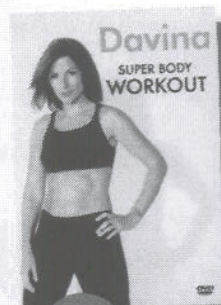
"Skinny chicks may not eat salad but, based on this regime, they don't eat a whole lot of anything. For the first two days, I was shadowed by a persistent hunger. However, once this passed, my energy levels improved dramatically – although this may have correlated to giving up alcohol for ten days, rather than the brown rice. Be aware, too, that

many recipes include odd ingredients, such as liquid egg whites or agave nectar. My best discovery was, oddly, when eating out – most restaurants will accommodate requests such as grilling or steaming food, so always ask. The result? I lost three pounds in ten days, and rather enjoyed the unfamiliar sensation of health and wellbeing."



Source: Easy Living {Main}  
 Edition:  
 Country: UK  
 Date: Wednesday 1, July 2009  
 Page: 138,139  
 Area: 995 sq. cm  
 Circulation: ABC 185115 Monthly  
 BRAD info: page rate £9,330.00, scc rate £0.00  
 Phone: 0207 499 9080  
 Keyword: Rodale

> durrants



**Davina**  
 SUPER BODY  
 WORKOUT

## DVD: Davina McCall's Super Body Workout

**COST** £19.99

Hannah Shuckburgh, lifestyle editor, tried Davina McCall's bestselling DVD (2 Entertain, £19.99). Davina promises that all you need for "abs like mine" is to complete one of the 40-minute

££

workouts on the tape, three times a week.

**NEED-TO-KNOW** No gimmicks, no complicated routines, just good old Davina leaping about in Lycra, taking you through aerobic lunges, squats, kicks and punches. You'll sweat and it will hurt the next day.

**HANNAH'S EXPERIENCE** "The workouts are led by Davina's trainers, the extraordinary-looking Mark and Jackie, and suffice to say that any 'star quality' comes courtesy of Davina. She chips in, groans when it hurts, and shrieks, 'Tuuuunel!' and, 'Orgasmic, Mark!' a lot. By my third session, I was physically wincing when one of her quips was approaching, and therein lies the problem with workout videos: they get annoying. But it does work: after ten days, I felt benefits in my thighs and bum – unquestionably stronger, tauter and firmer. And it fits into your life. Let's be honest – if you can flop in front of the telly, you can star-jump in front of it, too."

## FOOD DELIVERY: Diet Chef

£££

**COST** £67.90

Evie Leatham, health and beauty writer, tried a service in which an entire week's worth of portion-controlled, calorie-counted ready-made meals and snacks are delivered to your door. Call 020 8242 6273; dietchef.co.uk.

**NEED-TO-KNOW** If you find the effort involved in diets exhausting, this is for you. The focus is on low-GI, calorie-counted meals which include options such as lamb hotpot.

**EVIE'S EXPERIENCE** "It's great to have all the thinking done for you, and the cost is fine: £6.79 per day is what I spend on lunch alone. I would have preferred more fresh food, so I'd say it's just a pre-holiday quick fix – I wouldn't want to eat the ready-meals long-term. But it works: I lost two pounds in ten days (and I'd given into temptation), so I believe the promise that you can lose up to a stone in four weeks."

## ONLINE SYSTEM: MiLife

£££

**COST** £99 (for a year)

Sophie Gridley, beauty intern, tried an online personal coaching system (milife.com).

**NEED-TO-KNOW** This is the personal training version of Kit from *Knight Rider*: a computer program forms a monitoring system that sets you targets, while a wristband and Bluetooth-enabled scales track your progress.

**SOPHIE'S EXPERIENCE** "MiLife has every tool you could need to monitor your diet and exercise, and charts to show whether you've hit targets. It stops you cheating; it's one thing to nibble on a contraband biscuit, but quite another to have to enter the calories into a food diary. It's a great motivational tool, and that (somewhat unstylish) grey wristband is a constant reminder of how much looser you would like it to be! A great jump-start."



Source: Easy Living {Main}  
 Edition:  
 Country: UK  
 Date: Wednesday 1, July 2009  
 Page: 138,139  
 Area: 995 sq. cm  
 Circulation: ABC 185115 Monthly  
 BRAD info: page rate £9,330.00, scc rate £0.00  
 Phone: 0207 499 9080  
 Keyword: Rodale

> durrants

## BOOK & CD: Paul McKenna's *I Can Make You Thin*

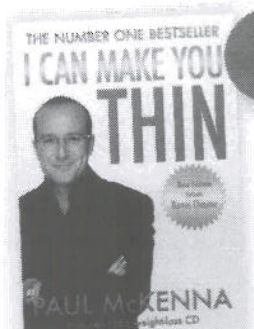
**COST** £10.99

Francesca Zedda, executive fashion editor, tried the hypnotism approach with a book and CD (Bantam Press).

**NEED-TO-KNOW** The joy is its simplicity: you only need to read the book and listen to the CD as often as you can in a 'calm situation'. Both encourage four rules: eat only when you are hungry; eat what you want, not what you think you should; eat consciously, slowly and enjoy every mouthful; stop eating when you are full. Repetition is key, meaning when you look at a pudding, you get a feeling you don't need it.

### FRAN'S EXPERIENCE

"I loved the low-commitment factor, and found Paul McKenna's voice very relaxing (and disturbingly sexy!). It definitely stopped me gorging and I think it would help anyone who wants to stop going back for second helpings, rather than go on an extreme diet."



AND IF YOU'RE WILLING TO BLOW THE BUDGET...



## BOOT CAMP: Nu Beginnings boutique weight loss boot camp

£££££!

**COST** £1,695 for one week.

Kate Wake Walker, advertising account manager, tried a week of diet, exercise, hypnotherapy, acupuncture and meditation. Call 01271 862792; [nubeginnings.co.uk](http://nubeginnings.co.uk).

### NEED-TO-KNOW

Set in Ilfracombe on the North Devon coast, the camp takes place in a beautiful mansion house. Founder Victoria Wills is on hand to support guests and is an inspiration – she has lost four stone through the boot camp.

### KATE'S EXPERIENCE

"Upon arrival, my fitness was assessed and each day jam-packed with yoga, Pilates, Qigong, belly dancing and ballet. The reward: saunas, massages and delicious meals. Victoria teaches all her guests the art of 'mindful eating', ie enjoying, tasting and eating your food slowly. If you want to kickstart your life, feel fantastic and stay in luxury, Nu Beginnings is amazing. At the end, my skin was glowing and I felt so healthy. My family and friends didn't recognise me! I lost over half a stone in a week."



## TREATMENT: Arasys Inch Loss System

£££

**COST** £100

Rachel Sullivan, deputy editor, tried a no-effort electrical machine, from £20 per session. Call 01202 299228.

**NEED-TO-KNOW** Remember toning tables, that 1980s phenomenon that promised muscle toning without the effort of going to the gym? Arasys is the 21st century's answer: a machine that involuntarily tenses your muscles, thereby toning them. Electrical pads are strapped to your target muscles and they're contracted by 'faradic' waves (no, me neither). I had mine at Rani Mirza's London salon (ranimirza.co.uk), a favourite of stars like Naomi Campbell, but it's available in salons nationwide.

**RACHEL'S EXPERIENCE** "My initial thought was: what's not to like about a machine that does all the hard work for you? But once I'd got used to the slightly odd (and just on the edge of painful) crampy sensation, I found it a little boring. It works, though: the inch loss is genuine and measurable, and my muscles felt as though I had done a strenuous gym session. And like the gym, the more you go, the more you'll benefit – ten sessions are recommended to make a real difference, but my abs and bottom looked less wobbly after five."

## EQUIPMENT: Indo Board Balance Trainer

£££

**COST** £109.95

Donna Wade, senior sub-editor, tried a piece of equipment that looks like a board balanced on an inflatable cushion or cylindrical roller.

**NEED-TO-KNOW** The Indo Board is said to develop balance, leg strength and coordination.

**DONNA'S EXPERIENCE** "A note of caution: read the instructions first! I couldn't wait to get started and

began by trying to balance on the cylindrical roller (for much more advanced balancers); it was a painful lesson when the board went from under me and I whacked my head on the wall. Then I found the (much easier) balance cushion in the box. Oops. It's not for cardio lovers, but for toning specific muscles, it's a useful tool. I definitely feel firmer, so it must be doing something right."



££££

## TREATMENT: Colonic irrigation and manual lymphatic drainage

**COST** £160 (£80 individually)

Omega Douglas, associate health director, had treatments at Balance The Clinic (balancetheclinic.com). On receipt of this article, Balance is offering EL readers £20

off if you book both treatments.

**NEED-TO-KNOW** An effortless two-hour session – both treatments help get rid of waste, bloating and excess fluid.

**OMEGA'S EXPERIENCE** "The colonic was not at all mortifying. I was clothed from the waist up, had a towel on my lower half and the therapist skilfully inserted the tube. I felt an odd, bloated sensation, but the foot massage provided a relaxing distraction. Banter ranged from holiday plans to my bowels – "Oh, that's a big one, kitty," or "This is a bit sticky." I felt rough afterwards – the MLD can bring residual lurgies to the surface, so do it a week before a holiday. No weight loss, but after initial croakiness, I felt energised."