

HEALTHY YOU!
14 Days To Quick And Permanent
Weight Loss And A Healthier, Happier You

By Dawna Stone
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“As a physician, I know that the hardest step for any patient is the first one. In **HEALTHY YOU!**, Dawna serves as both kick-starter and health coach. Two weeks CAN change your life.” – Brent Ridge, M.D. former Director of Clinical Strategy, Mount Sinai hospital and star of Cooking Channel’s *The Fabulous Beekman Boys*

**HEALTH AND WELLNESS EXPERT DAWNA STONE HELPS WOMEN
WIN THE WEIGHT-LOSS BATTLE BY TAKING CHARGE
OF THEIR DIETS WITH A SIMPLE, EASY-TO-FOLLOW PLAN**

**In HEALTHY YOU!, Stone Presents The Customizable Program
That Changed Her Eating Habits Forever**

Like millions of Americans who are trying to lose weight, health and wellness expert Dawna Stone tried a myriad of approaches in her struggle to shed pounds. As the founder of *Women’s Running* magazine and host of a wellness radio show and tv segment, she has also spoken with countless women about why so many diets are ineffective. Based on these insights and experiences, she has devised a realistic and healthy plan that works for her as well as for the many others who use it. She shares her no-nonsense method in her empowering new book, **HEALTHY YOU! 14 Days to Quick and Permanent Weight Loss and a Healthier, Happier You** (Little Starfish Media; October 2013).

“I tried every ‘quick fix’ to shed the pounds, from jumping on the latest bandwagon diets to seeking help from a special weight loss clinic. Yet all these diets proved only temporarily effective,” writes Stone. “Then it occurred to me: what I needed was a program that allowed me to dine out easily, follow simple recipes, enjoy a variety of meals, occasionally indulge in my favorite foods, and sustain the weight loss.” This epiphany led Stone to

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create the Healthy You! program – a workable, practical approach that eliminates unhealthy habits while building a foundation for well-balanced, wholesome eating.

Stone designed her system to be easy to follow. “I enjoy home cooked meals, but most of us don’t have the time to cook three meals a day,” she writes. Therefore, the recipes in **HEALTHY YOU!** are simple and quick to prepare, and similar dishes can often be found on restaurant menus. The program also allows participants to make their own adjustments to the meal plan – doubling up on favorites and eliminating others, or trading meals as desired. “You’re the boss,” Stone says. “The plan just provides suggested guidelines to follow.”

Another key to the Healthy You! approach is that it doesn’t require permanent elimination of any favorite treats. After the first fourteen days, all foods are allowed, in moderation. “Every diet I’ve ever tried and failed has featured a list of forbidden foods,” explains Stone. “Allowing myself my favorite not-so-healthy treats enables me to eat a relatively clean diet for the long-term without ever truly feeling like I’m on a diet.”

To facilitate rapid weight loss and to help women understand how specific foods are jeopardizing their health and contributing to their added pounds, Healthy You! kicks off with two crucial one-week phases – the Elimination Phase and the Clean Phase. “These two weeks will help you reevaluate what you’ve been eating,” Stone says. “They have been designed to change the way you think about food choices and to get you started on a cleaner, healthier diet. You’ll be amazed at how two weeks spent improving your eating habits can permanently alter the foods you crave and your ability to make better choices.”

During the Elimination Phase, participants focus on restricting one new item or category from their diets each day. By the end of the week, all seven items – sugar, wheat, dairy, highly processed foods, diet soda and artificial sweeteners, red meat, and alcohol – will have been completely eliminated. In **HEALTHY YOU!**, Stone outlines the negative impacts these foods can have on the body.

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The Clean Phase is a seven-day continuation of the final day of the Elimination Phase – a diet free of the seven categories of foods excluded during the first week. Although this total elimination of foods is temporary, Stone has found that it helps people obtain immediate results. “This phase depends upon clean eating. You will select foods that are fresh, wholesome and nutrient-rich while also free from artificial ingredients and preservatives,” she explains.

Following the two-week kick-off period, the Healthy You! program can be customized depending on one’s goals and personal needs. Those who wish to lose more weight may choose to spend more time in the Clean Phase, while others may reintroduce some of the restricted categories of foods back into their diets, in moderation. Stone includes a multitude of tips for making these changes permanent, such as how to occasionally indulge in favorite treats without jeopardizing weight loss goals; how to maintain healthy eating when dining out or on vacation; and how to incorporate exercise into one’s plan.

Stone also explains how to develop the mindset necessary for long-term success. This includes thoughtful goal setting, understanding the trajectory of typical weight loss, finding a support team, and tracking one’s progress through journaling (“simply writing down what you eat can encourage making better choices”).

“The Healthy You! program has not only changed my life for the better, but also the lives of those I have shared it with,” says Stone. **HEALTHY YOU!** provides a simple-to-follow road map, allowing women to lose weight without depriving themselves of the foods they love.

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ABOUT THE AUTHOR

Dawna Stone is a health, fitness, and wellness expert. As the founder of *Women’s Running* magazine and the Women’s Half Marathon series, she has helped thousands lead healthier lives. Stone won NBC’s *The Apprentice: Martha Stewart* and has hosted “*Health and Fitness Talk with Dawna Stone*” on Sirius Satellite Radio as well as “*Healthy Living with Dawna Stone*” on Fox-TV in Tampa. Her other television credits include appearances on *The Today Show*, *MARTHA*, and morning news programs on all four major networks – NBC, CBS, ABC, and Fox.

Stone has served as a spokesperson for the American Heart Association and has contributed health and wellness articles to numerous newspapers and magazines. She earned her bachelor’s degree from the University of California, Berkeley, and her MBA from UCLA’s Anderson School of Management. An avid runner and Ironman triathlete, she lives in St. Petersburg, Florida.