

# LighterLife Investigates Why February Has Become The New January For Dieting



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Author: [LighterLife](#)

Industry: [Healthcare](#)

LighterLife, weight loss and weight management specialists, investigates why February has become the new January when it comes to starting new diet plans and weight loss regimes.

To look into why February has been such a busy month for those starting diets, Lighter Life sent podcast presenter, Susan Spence to meet LighterLife Counsellor, Mary McLean and her clients, for the latest edition of the 'Inside LighterLife' podcast.

'Inside LighterLife' is a monthly podcast that gives clients and prospective clients the opportunity to find out a little more about the LighterLife Programme and the people involved. The podcast features real stories from real people that have lived and breathed the quick [weight loss](#) programme. Feedback on the podcasts is always encouraged and this month there is a set of BergHoff UK Castline pans, worth £175, up for grabs for whichever comment or quote is chosen by the LighterLife team as the month's most inspiring.

Sara Jamison, LighterLife CEO, kicked off the podcast on how popular the month of February has been for LighterLife. Although January is normally the month of choice to begin a new healthy lifestyle, February has been an exciting one at LighterLife with the launch of the 'Little Book of not being Big'.

Commenting on the Little Green Book of Not Being Big, which went out in the Mail on Sunday's You Magazine, Sara said: "It's a great little book that gets across some very serious messages that I think anyone who in their life has been on any kind of diet will be able to identify." Anyone interested in

knowing more can log on to the LighterLife website where they can download a copy or visit their local LighterLife Counsellor to request one.

Sara also provided some top tips and advice on starting a LighterLife Lite Programme that should help to keep dieters focused and achieve their weight loss goals and [lose weight fast](#).

The January's increase may be mainly due to all the snow at the beginning of the year that interfered with people's diet and weight loss plans but for those who believe that now is the perfect time to start a diet, the LighterLife podcast is determined to help.

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### **About**

### **LighterLife:**

LighterLife is an industry leader in weight management, with an established, highly successful approach to significant weight loss and lifetime weight management. Since 1996 LighterLife has helped over 200,000 people all over the UK and Ireland with [how to lose weight fast](#) and keep it off.

Designed specifically for people who are one stone or more overweight and with a body mass index of 25 or above, the unique LighterLife approach offers programmes specific to the obese and the overweight using nutritionally balanced soups, shakes and bars combined with specialised counselling techniques. Clients benefit not only from safe, fast [weight loss](#) but they also learn the behavioural changes needed to sustain it.

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