



## **PRESS RELEASE FOR IMMEDIATE RELEASE**

### **Shop yourself thinner!**

Yes it's true you can shop yourself thinner. Don't think this means by running between shops, wearing fancy trainers, taking the stairs or carrying you're shopping and doing squats every fifty meters with it.

Some simple shopping advice to help you find the healthier options, four easy steps that could help you stop choosing the unhealthy options. We all know about whole wheat, sugars, brown rice, fats, five a day, three whole grains a day, friendly bacteria yoghurt's yes it's on the television, in magazines, billboards, and radio all day everyday.

When you are at the supermarket, ever suddenly felt hungry, owing to the smell of the so called fresh baked bread, yes some supermarkets do cook fresh bread on the premises, however recent television articles gave confirmed that a smelling solution is added to the air blowers in the entrance of supermarkets, so that your sense of smell picks it up and triggers of a chemical reaction, RESULT! For them as you head off to get bread, which is next to the cakes and from there they have you close to the inner sanctum, the unhealthy money making, fat busting foods.

So how do we counter act this fact, some people say eat before you go to the supermarket it stops you wanting the unhealthy options, this may work for some, but if possible follow the four rules below and healthier options you shall find.

- **Label**, ensure you read the nutritional food labels and on packaging, ingredients are all listed in order of their quantity
- **Avoid** just turning up and buying from memory, have a shopping list to hand and stick with it, you will save money as well by not buying any unnecessary items.
- **Manoeuvre**, stick to the perimeter of the shop, here is where you will find mainly fresh ingredients, lean meats, poultry, fish, whole grain breads. After you have visited these areas stay at one end as you shop along the aisles look down them ask yourself, Do I really need to go down this aisle?



- **Buy it fresh and check the use and best before labels on packaging, try and only buy what your family needs quantity wise and try and eat your purchases before they go out of date or spoil.**

By hopefully following the rules above you will possibly save money, and have a supply of lower calories and fat in your diet, resulting in a happier and healthy you.

#### Notes to Editors

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