

'Matt O'Neill, Nutritionist warns against rapid weight loss TV's Loser-style'

MEDIA RELEASE

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Top Nutritionist, Matt O'Neill today warns against rapid weight loss TV's Loser-style.

"I'm cheering for anyone who wants to lose a lot of weight to get healthy, but losing several kgs a week can damage the metabolism and health of most people", says O'Neill

Rapid weight loss can; increase risk of gall stones, produce more stretch marks, trigger binging, reduce muscle mass and reduce metabolic rate.

O'Neill is also concerned about the heavy promotion of meal replacement powders and shakes.

"Slimming shakes are a fortified, processed food and don't provide the natural, wholefood benefits of real nutrition for weight loss."

O'Neill says there is a positive alternative to dramatic weight loss and meal replacements. He's on a mission - Mission Metabolism - to jumpstart the nation to eat well, move more and build a healthy metabolism.

His MetabolicJumpstart.com program teaches people how to get results with real food and optimise metabolism rather than risk compromising it."

"Large weekly weight losses on TV is not a positive model to present."

Interviews: Matt O'Neill on 0411 121 451 or (02) 9620 9511 Biz Hrs

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