

FOR IMMEDIATE RELEASE

**New Book *Diets Don't Work!* by Eating Disorder Specialist Rebecca Cooper, LMFT
Examines Our Emotional Relationship with Food**

October 7, 2009 (Lake Forest, CA) - *Diets Don't Work!* If this knowledge is all too familiar, then why do we have more diets and weight loss products available today than ever before with still even more people dangerously overweight than any other time in modern history? If insanity is repeating the same action over and over again while expecting different results, what does this suggest about our society in terms of diet and weight?.

Believing literally that *Diets Don't Work!* Certified Eating Disorder Specialist, Rebecca Cooper, says in her new book, *Diets Don't Work: Healing The Cycles of Yo-Yo Dieting & Emotional Overeating!* [RuBu Publishing, 2009] that we all possess – both individually and collectively - the intuitive knowledge about weight, hunger and eating that will help correct our disturbed diet mentality and bring us to a healthier, more balanced lifestyle without the obsessive thoughts of food, weight, and body image so intense in chronic yo-yo dieters.

Written from both a clinical as well as personal perspective, Cooper was plagued for the first half of her life by the imaginary horrors that the slightest bit of weight gain might bring. She recalls how the numbers on the scale would literally determine her worth: "I'd get up in the morning and I'd get on the scale. Whatever the scale said, that determined my day." She eventually recognized that the roots of much disordered eating - including her own - run much deeper than the façade that insatiable or uncontrollable hunger presented.

Cooper's theory is that diets, in fact, *don't* work and her new book explains why. By delving into the underlying emotional cues and conditions that fuel our need to feed, *Diets Don't Work!* relies on the principles of Cooper's unique *Diets Don't Work* structured program that she developed and has used on hundreds of clients over the past decade. She explains how hidden hunger cues and underlying, untapped feelings and emotions that fuel disordered eating, re-order the whole person, mind, body and soul. And that in order to change the cycle, all of these interwoven aspects must be addressed; something that a simple meal plan can't even begin to address. "All actions start with a thought. You must change your thinking to change disordered eating," she explains.

Cooper and *Diets Don't Work!* will both be featured locally at the upcoming Women's Conference, the Nation's Premier Forum for Women, hosted at the Long Beach Convention Center October 26th and 27th 2009. A proud advocate of the conference motto, 'we empower women to be architects of change,' *Diets Don't Work!* supports the empowerment of women through a healthier lifestyle and mindset in relation to body image and self esteem without the restrictions of dieting. Featured alongside *Diets Don't Work!* will be Rebecca's House Eating Disorder Treatment Programs™, Cooper's Lake Forest facility that focuses on the healthy recovery, recuperation, and safe transition for women and men that suffer from eating disorders.

Cooper will be available for question and answer and book signing during the conference as part of her national book tour that will extend through the end of April 2010. For more information please visit www.dietsdontwork.org. To schedule a Q & A, or to reserve a signed copy of *Diets Don't Work!* please contact Kristi@RebeccasHouse.org.

Diets Don't Work!
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