

# Self-denial is a dieter's downfall

By LAURA BUTTIGIEG

WHO cares if you are what you eat?

What's really important is the psychology behind why people eat a block of chocolate instead of pumping iron at the gym.

Jindalee doctor George Blair-West, *pictured*, believes the key to losing weight and keeping it off is not sacrifice or self-discipline.

Instead, the psychiatrist believes it is the "whys" that people need to focus on.

The director of psychophysiology at Auchenflower's River City Private Hospital Obesity Rehabilitation Unit said if people went without "high sacrifice" foods - foods they would have to completely give up - it usually led to rebound overeating.

"If we deprive ourselves of food we have an emotional attachment to, we will ultimately sabotage our weight-loss plan and move into rebound overeating," Dr Blair-West said.

"The 80 per cent failure rate of (dieting) is no surprise once you understand Restraint Theory."

Under the theory, the more self-discipline a weight loss program requires, the more likely it is to fail.

Dr Blair-West will launch his book *Weight Loss for Food Lovers - Understanding the Psychology and Sabotage of Weight Loss* next Friday at a four-course lunch.

The For the Love of Food lunch will be held at Royal On the Park Hotel, corner Alice and Edward streets, Brisbane.

Tickets are \$95 per person, or \$900 for a table of 10. Bookings essential on 3112 1671.

The book is available from book shops from \$29.95 or visit [www.weightlossforfoodlovers.com](http://www.weightlossforfoodlovers.com).

