



The Importance of Personalised Weight Loss

When I first came to hear about the concept of "personalised weight loss", my approach towards dietary advice changed and has never been the same since. The reason I first became involved in helping clients with their unique weight loss goals was because there are so many one-size-fits-all fads out there, many of which cause more harm to someone's health than you can imagine

After dedicated research and science-based training, understanding how personalised weight loss advice works gave me the opportunity to safely help my female clients with their health and nutrition goals. The science behind personalised weight loss advice is incredibly extensive and is focused on the individual.

There is a great deal to communicate to you about it than what I will have a chance to get down in this document, but please take the time to understand the basics. If you embark on a personalised plan with me, there will be a lot more information that I will be sharing with you – primarily about you. In the meantime, please accept my assurances that reading this will be worth it.

There is a secret that those of us who keep up to date with the latest science know: When it comes to nutrition, what works for one person, has little to no effect on a second person, and can actually make a third person worse. Promoters of popular diets encounter this scenario at some point: They read something out there and how it was successful in helping people. They put it forward to a client and it works wonderfully, but then when recommending the same protocol to another client, they discover that it fails.

The problem is: many people follow "hear-say" or recommend what worked for them (which may not work for someone else), leaving out the person's unique situation and nutrient needs. Most of us can relate to this. It is exactly the same experience of the person wanting to lose weight by trying a friend's successful weight-loss system, only to find that it causes her to gain weight instead! It is the experience of the weekend warrior who encounters intense cravings on the revolutionary low-carb diet that her work colleague is enjoying rich success with.

It is a tremendous irony that we find ourselves amongst an extraordinary information overload with the internet and social media. However, instead of bringing greater clarity, we find the confusion only deepening. More books and websites than ever before are available on diet and nutrition. Yet, everywhere we look, we find contradictions. One weight loss "expert" says one thing; another "expert" says just the opposite.

Alison Dawkes Nutritional Therapist

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Information is at our fingertips, but what does it mean in terms of practical application in an individual case? Where is the framework or the reference point from which sense can be made of the virtually endless stream of seemingly unrelated and contradictory pieces of information?

It is not possible to offer one single weight loss protocol for everyone. Why? Because everyone's biochemistry is different. Even between people within the same family and with similar genetics! There is no "universal" diet plan that is right for absolutely everyone. And that's actually good news. It means that we need to look at the individual and evaluate what works for that individual specifically.

For that reason, scientific research is moving towards a more individualised approach, and the primary application of personalised weight loss has been formulated into specific evaluation systems and proprietary methodologies developed by leading scientists and researchers at The Health Sciences Academy whom I had the privilege to learn from.

To achieve your weight loss goals, you must give your body the specific foods and nutrients that are inherently necessary to you and your current metabolism, and have a tailored plan that works for (and not against) your body.

As a Certified Clinical Weight Loss Practitioner, I utilise science-based tools made available to my clients through the Clinic Toolkit as a Certified Advisor in order to:

- evaluate intake requirements
- pinpoint the unique needs of each individual
- understand their eating psychology
- track their progress
- and provide personalised nutritional and lifestyle strategies to support their weight loss journey.

If you would like to join me for this program, please contact me asap. I would be delighted to help you with your personal weight goals!

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