



feast & famine > weight loss program

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This user-friendly dietary program is a natural and nutritionally balanced lifetime eating plan which can be easily adapted to facilitate effective weight loss. Feast and Famine has been clinically proven by Dr Rick Donald in his Melbourne dietary clinic over many 1000s of consultation hours and is certainly not just another 'fad' diet.

14 REASONS WHY THE FEAST AND FAMINE WEIGHT LOSS PROGRAM IS BETTER THAN THE REST

1. Enjoyable and simple to follow and implement. Most people comment that they cannot believe they are on a diet.
2. The Feast and Famine dietary principles are for life.
3. Combines the best of both modern Western allopathic medicine with the empirical findings of traditional Eastern medicine.
4. As long as you are sensible, there is no real need for weighing and measuring of food or portion control.
5. Feast and Famine uses its unique 'food funnel' as a guide to food quantities, rather than relying on the out of date traditional food pyramid.
6. It uses the 3 part 'Potential Fat Index' (the PFI) as a simple -to-understand food classification system. For effective and permanent weight loss, just rotate through the correct PFI foods each fortnight – it's that easy!
7. A complete 'dietary bible' – Feast and Famine discusses why we put on weight in the first place, as well as having chapters on natural detoxification, positive mental attitude, stress and exercise.
8. Adaptable to all tastes and dietary restrictions. It's up to you to choose which foods you eat from the relevant Potential Fat Index food categories.
9. Feast and Famine is a foodie's delight! It contains 67 pages of delicious, innovative and quick-to-prepare recipes which the whole family will love. No special meals are necessary.
10. Addresses the problem of central obesity. That unwanted spare tyre around the middle can be a thing of the past.
11. Introduces the 'Set Point' as an explanation for the dietary yo-yo. this is the weight which, no matter what you do, your body always seems to return to. Feast and Famine shows how to reset this base weight at a lower level.

12. Introduces the '4 Rs' as a permanent solution to long term weight maintenance – reinstate good dietary habits, rebalance your hormones , reprogram your hunger genes and repair metabolic damage.

13. Helps slow the ageing process. It's nutritionally balanced approach helps provide every cell in your body with the correct micro-nutrients needed for efficient metabolism and optimum immunity.

14. And finally, it works! Over 5 weeks, most people can look forward to losing between 5-8 kilos (11-18 pounds) and 30-35 cm (12-14 inches)!

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