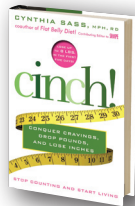


10 Surprising Weight Loss Tips From *Cinch!* by Cynthia Sass, Co-Author of the Bestselling *Flat Belly Diet!*



For more about this exciting new weight loss program, including the highly effective 5-day “Fast Forward,” shopping lists, and a month’s worth of recipes, get *Cinch!*



Chocolate is good for your diet. That’s why *Cinch!* includes a little dark chocolate every day: It will control your cravings and benefit your body. Ninety-one percent of American women crave chocolate; it contains natural substances that create a sense of euphoria.



Spicy does it. Spicy and strong seasonings send messages to the brain that cause you feel fuller faster. Plus, herbs and spices have even higher anti-oxidants than fruits and vegetables.



Vitamin C is also important in weight loss. Its presence in the bloodstream is directly related to fat oxidation, the body’s ability to use fat as a fuel source during both exercise and rest.



Choose weight loss, not lipo. According to the FDA, deaths associated with liposuction are higher than fatalities from car crashes, and could be as high as 20 to 100 per 100,000 procedures.



Organic food is richer in nutrients and antioxidants. Plants produce anti-oxidants to protect themselves from pests like insects and withstand harsh weather; when they are treated with chemicals such as pesticides, they don’t need to produce as much of their own natural defenses.



Emotional eating is a learned behavior; babies never overeat. Most people can point to one or more of the primary emotions that trigger overeating: fear, sadness, anger, and joy. One of the keys to stop emotional eating is to substitute it with another behavior. *Cinch!* will show you how.



Sadness out-eats happiness. A university study showed that those who watched a sad movie ate 36 percent more popcorn than those who watched an upbeat movie.



Avoid artificial sweeteners. They don’t add nutritional value to your food, and they may have unwanted side effects for both you and the environment. European research has found that artificial sweeteners don’t get removed in waste-water treatment.



Drink tea for health benefits and figure control. Antioxidants in green tea help people who exercise shed additional fat. The catechins in green tea may help people trigger a preference for burning fat instead of carbohydrates.



For long-term weight loss, you have to move. Ninety percent of successful “losers”—people who have lost more than thirty pounds and kept it off for years—exercise on a daily basis. Brisk walking is probably the best choice.



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