



Introducing the **Target Slimming Club** - The Ultimate Course  
Designed To Help You Reshape Your Body, Burn Fat, And Maintain Results.

Run By Nutritional Therapist Alia Almoayed and **Dessange Health Club**, **Target Slimming Club** is based on achieving optimum weight with nutrition. It has worked for many people and now it can work for you too!

Dear Valued Client,

**Are You Tired Of Your Weight Shifting Back And Forth All The Time?**  
**Are You Tired Of Going On Diets That Don't Work?**  
**Would You Like To Finally Lose Weight And Keep It Off?**

Studies show that most diets are effective for two weeks only, and after that dieters either stop losing weight or get bored with the routine. Other studies show that most dieters are depressed and tired while on a diet and can't wait to go off it. But research also points to many dieting success stories and proves that successful dieters have weight loss 'secrets' that are key to effective weight loss.

#### **What is it?**

The **Target Slimming Club** is a 12-week intensive weight loss course, which will give you the upper hand when it comes to your weight. For the duration of 12 Weeks, you will learn how to control your weight while maintaining your health, energy levels, mood, and sanity.

#### **How does it work?**

In the **Target Slimming Club**, you will not go on a starvation diet or any other restriction for that matter. Each week, you will be learning more about how the body works when it comes to weight loss and how to maximise metabolism and fat burning while maintaining health. You will be introduced to a new topic each week which relates directly to your weight issues. Your weight loss progress will be carefully monitored by qualified staff, and adjustments will be made each week to keep you on the right track.

#### **How long is it?**

The **Target Slimming Club** runs for 12 weeks at a time, starting in **January 2007**. The sessions will run weekly on Sundays, from **10:30am to 12noon**, starting **Sunday the 7th of January until the 25th of March 2007**. Any extra exercise or personal training sessions can be done at separate times.

The **Target Slimming Club** sessions will be held (in English) weekly for 12 weeks at the **Dessange** health club in Manama.

#### **Who's running it?**

The **Target Slimming Club** is run by **Dessange** Health Club And Nutritional Therapist **Alia Almoayed**. Alia is a qualified Nutritional Therapist certified by the UK College of Nutrition and Health in London. She runs a busy consulting office in Hamala, writes health articles for various publications, and gives health seminars and lectures. For more information, visit [www.aliaalmoayed.com](http://www.aliaalmoayed.com) and [www.alghalia.com](http://www.alghalia.com)

Or email: [target-slimming-club@alghalia.com](mailto:target-slimming-club@alghalia.com)

### **What will I do in each session?**

Each week, during the 1½ hr session, you will:

- Weigh-in and get measured
- Assess readiness and set weight loss goals and realistic expectations
- Discuss the week that passed. What worked with the diet and what didn't work.
- Be introduced to the topic of the day (see box)
- Get your homework assignment which may include introducing new foods into your diet,
- Excluding some items, or trying something completely different!
- Each session will start and end with a group circle for sharing experiences and recipes, learning from others' mistakes, and asking questions.

During the 12-week sessions, your fat percentage will be measured 3 times: at the beginning, after 6 weeks, and once more at the end.

### **What will the club offer me?**

The **Target Slimming Club** will give you the skills and the knowledge to take charge of your body and control your weight no matter where you are. You will be empowered to make decisions based on your judgment and knowledge and apply weight loss tips that have worked for many. The club will offer you:

- A 12-week nutrition education that will last you a lifetime
- A chance to achieve consistent and permanent weight loss
- A chance to learn how to eat healthy and enjoy it
- Skills and knowledge about food and health that you can apply to the whole family
- Peer and instructor support
- Motivation and commitment to losing weight the healthy way
- Access to meal options, menu ideas, cooking tips and recipes
- Comfortable friendly environment and a chance to talk to people with the same interests
- A chance to ask questions and compare notes

### **Weekly topics may include:**

- Dieting. Does it or doesn't it work?
- The 10 secrets of the most successful dieters
- Best and worst diet foods
- Body image and self-esteem
- Are my hormones making me fat?
- Will vitamins and minerals help me lose weight?
- How do I stop my chocolate cravings?
- Eat more to burn more
- Best foods for a flat tummy
- Combating the enemies: water retention, blood sugar, and food intolerance
- Detoxing for more effective weight loss
- Is stress making me fat?
- How to tackle party food without exploding
- Shopping smart and reading ingredients
- Cooking for permanent weight loss
- Food combining and blood type diets

## QUIZ

### Am I ready to join The TARGET SLIMMING CLUB?

- Do you frequently think about your weight and ways of reducing it?
- Do you feel frustrated with your body when you are buying clothes or when you are trying to find something to wear?
- Have you tried any diet that didn't work or you lost weight and then put it back on?
- Do you find yourself craving chocolates and can't control your sugar intake?
- Do you feel tired often and find that your energy levels are not what they used to be?
- Do you get irritated easily and suffer from mood swings?
- Are you finding it harder to lose weight as each year passes?
- Do you find yourself bombarded with mixed messages when it comes to weight loss?
- Do you believe that good nutrition and exercise are the basis for any healthy weight loss programme?
- Do you find yourself hungry and not knowing what to eat for fear of gaining weight?
- Would you like to have endless healthy meal and snack options to eat throughout the day?
- Do you think you may have an underlying problem that is stopping you from losing weight?
- Would you like to reach a healthy weight and stay at it?
- Does your desire to lose weight fall between 7 and 10 (10 being the highest)?
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*\* If you answered 'yes' to 4 or more of the above questions, then this is the perfect club for you!*

### How do I join?

Research has shown that people tend to lose weight more effectively when they are part of a group. Studies also show that weekly monitoring of weight loss is very important in order to keep people on the right track.

The **Target Slimming Club** will accept **ONLY 15 WOMEN** only who are serious about changing their habits and losing weight. This number will be strictly maintained in order to ensure optimum quality of the sessions.

**The Target Slimming Club is sold only as a package of 12 weekly sessions.** This is done mainly because 12 weeks are the minimum required time for effective weight loss and fat burning. This duration will ensure you get maximum results over the 12-week period, not less. A shorter duration or skipping sessions may reduce the results.

### The Basic TARGET WEIGHT LOSS CLUB package includes:

- 12-week 1½ hour sessions
- Weekly weigh-ins and measurements
- 3 Body Stat composition tests (body analysis)
- Weekly discussions about nutrition and weight loss
- Handouts, menus, recipes, and/or any other nutrition information
- 12 weekly emails with nutrition tips and weight loss updates
- 12 FREE classes at **Dessange** health club for any class before 1pm
- Your own individualised exercise programme by a qualified trainer
- 10% off any additional classes or any personal training\* or power plate training for the duration of the course

*\* Note: personal training available for members only*

### How much does it cost?

Fees vary depending on the time of enrolment. Significant discounts are offered for packages purchased during August and September. And packages are discounted for current **Dessange** members. Payment can be made by cash, cheque, or credit card.

### 12-Week Package

#### Before end of October

*Offer ends 31 Oct. at 12 midnight*

Members BD 144

Non Members BD 180

**Before end of November**

*Offer ends 30 November at midnight*

**Members BD 180      Non Members BD 216**

**Before end of December and up to the start of the course**

*Final enrolments Saturday 6 January at midnight*

**Members BD 240      Non Members BD 276**

If you are not sure about the prices, then think of it this way... What price would you put on your health? How much would you pay to feel good about yourself and to finally understand what it takes to get closer to your ideal weight and maintain optimum health? If you are a **Dessange** member and you take advantage of the lower prices before the end of October, then you'll be paying just BD144 for a 3-month course. If you break that price down, that would add up to BD1.700 a day that you'll be investing in your health. If you're not a member, your price would be a mere BD2.140 that you'll be spending daily for the duration of the course.

How does this price compare to all the diet foods, beauty creams, and weight loss products that you've purchased in the past? Don't look at this as a short-term investment that will help you for 12 weeks only; it is in fact precious information that you will learn and use for the rest of your life. The value of what you will learn about nutrition, weight loss, exercise, and your own body is priceless.

So this is your chance, go for it!

**IF YOU'RE INTERESTED IN JOINING THE TARGET SLIMMING CLUB, PICK UP THE PHONE AND CALL DESSANGE HEALTH CLUB NOW ON 17 713999 AND ASK FOR LELANI.**

**REMEMBER THAT SPACES ARE LIMITED SO YOU MUST BOOK EARLY TO AVOID DISAPPOINTMENT!**

**Here Are Answers To Some Frequently Asked Questions:*****Are you going to stop me from eating the things I like the most?***

No. Changes to the diet will be made with a long-term view in mind, not a short-term fix. These changes will take place gradually to improve health and eating habits at the same time. Any 'unhealthy' habits will be negotiated to reach a reasonable compromise that can be maintained with optimum health in mind.

***Can I lose weight by changing my diet only?***

No. Diet and exercise go hand in hand in any weight loss programme. If you do not exercise, you might lose weight in the beginning only and then your weight will not shift unless you exercise. Exercise will not only help you lose weight, but it will also be a major source of motivation for you where you will feel good physically and mentally as well. Stress and depression are some of the worst enemies of weight loss, and exercise will help you with both.

As part of your PURPLE SLIMMING CLUB package, you will also get 12 FREE exercise classes to attend at the **Dessange** health club, your own individualized exercise programme, and a 10% discount on any personal training or power plate training sessions (see above). So you should take advantage of these offers and make exercise part of your weight loss routine.

***How soon should I expect results?***

Because the TARGET SLIMMING CLUB does not include short-term diets such as Atkins, South Beach or calorie counting, results often take time and effort and will depend largely on your dedication; so the more you do the better results you'll get. It is best to approach the changes slowly and administer them over a long period of time to allow the body to adjust gradually. Your target should be to lose about 1kg every two weeks. Although this sounds like it's very little, it is a lot more effective for maintaining weight loss. If you lose weight faster than that, then you're probably losing muscle or water weight. Slow weight loss means burning fat, which is the only way to keep weight off in the long-run. Of course, weight loss will depend on each individual case, underlying conditions, and/or body type. 12 weeks, which is the duration of the club's package is the ideal time required for effective weight loss.

***What happens if I miss a session?***

If you miss a session you will not be able to make it up. You could, however, ask to copy any information or notes from your clubmates. The TARGET SLIMMING CLUB does not offer any make-up classes or any refunds for missed sessions. That's why you should try to attend each session on time.

***Can nutrition advice replace my doctor's advice?***

No. Nutrition is a complementary therapy that is meant to work in conjunction with your doctor's advice, not replace it. If you have any specific health condition, always inform your doctor of your nutrition and exercise programmes and any diet changes; and do not discontinue any medication without the consent of your health care provider

**CALL 17 713999 today AND ASK TO JOIN THE TARGET SLIMMING CLUB!**

It will be one of the best decisions you make and a great investment into your own health!

For more information, call **Dessange** on 17 713999 or email **Lelani Very** on [healthclub@alghalia.com](mailto:healthclub@alghalia.com) or **Alia Almoayed** on [alia@almoayed.com](mailto:alia@almoayed.com)

**P.S.**

**The club will start on Sunday the 7th of January 2007 and we can only take 15 people, so hurry!**

**The club will run weekly on Sundays at 10:30am to 12 noon for 12 weeks only, from 7 January to 25 March 2007**

**Prices will vary, but the earlier you join, the lower the fees!**

**Don't miss out on your chance to learn the secrets to permanent weight loss**