

Responsible Lifestyle Weight Loss Programs

Tom Mower Sr on FaceBook
19 November 2015

GREAT NEWS BUT WHAT SHOULD BE USED???? See Sisel's recommendations at the end of this article.

The UK's Committee of Advertising Practice (CAP) has changed rules to allow firms to target obese adults for the first time with "responsible lifestyle weight loss programmes".

Previous rules were designed to ensure adverts did not discourage essential treatment for certain serious medical conditions including obesity by promising over-the-counter solutions.

However CAP said the prevalence of obesity was now so serious and its effect on public health so well documented that changes to the code were needed.

The changes also came in light of 2014 report from the UK's National Institute for Health and Care Excellence (NICE) – the Executive non-departmental public body of the country's department of health.

In the report it envisaged certain lifestyle weight management programmes would play a substantial role within a broader strategic approach to managing obesity, and suggested medical supervision was not always required in this.

CAP created criteria for programmes eligible to reference obesity and target the obese.

According to the UK's National Health Service (NHS) obesity affects one in every four adults and around one in every five children aged 10-11 in the UK.

Meanwhile the World Health Organisation (WHO) calculates that worldwide obesity has more than doubled since 1980. In 2014 over 1.9 billion adults were overweight of which 600 million were obese.

An adult with a Body Mass Index (BMI) over 30 kg/m² is generally considered obese. A person with a BMI equal to or more than 25 is considered overweight.

BMI is calculated by dividing a person's weight in kilograms by the square of the height in metres.

Sisel International Recommends

SiseLEAN for 2 meal replacements a day. SiseLEAN comes in two flavours – Vanilla and Chocolate.

Fire n Ice Tea for a cold refreshing drink better than any pop or energy drink with its massive support for thermogenic fat burning and glycaemic index.

Sencha Green Tea. You have heard of the Green Tea Diet. Well it works with EGCG's. Downside it tastes like lawn cuttings. Sisel has taken the best tasting green tea from Kagoshima and heavily fortified it with health supporting ingredients and large amounts of EGCG's much more than in the Green Tea diet. Great for those who have prostate concerns too. Read the science on this guys and you will want to use this all your life to support prostate health like never before thought possible.

UltraMAXX, for a giant leap to energy when you are down and feeling sluggish. Supports metabolism, you literally feel the jump start in 5-10 minutes as your biological engine warms up and goes into high speed.

InnerChi for Her for women with metabolic issues, (man if not most women over 30 do). Supports metabolism like you never dreamed of. Hormonal balance may be a thing of the past for you!

Drink diatomic hydrogen water. Massive support and hydration for women on a scale they need but may have not thought possible. The body should be about 75% water, in adult women it is about 48% on the average. This is thought to be a major crisis for women in health and especially weight loss.

Use good sense. Do not drink water from plastic bottles, use skin, hair and personal care products that are not Sisel Safe free of endocrine disrupting estrogenic mimics. They cause

weight gain and hormonal issues that could be serious to health, metabolism and weight gain at any age.

You do not need to use all of these but #1 is a must I would think. Others are easy and replace things you are already consuming in many cases like coffee, soda pop or drinks. Others for pick up or jump starting your body.

As they say in Looney Tunes.... That's all folks! With Sisel pick and choose that which works for you. Most of these products replace things already in your lifestyle. So look at them, use what is easy for you to do. Don't follow those fad diets or soy based products that end up making you put on weight faster after you quit.

THINK AND GROW SLIM. Trust the science. Trust SISEL, we believe we have what will really work best for you.

Source of information: <https://www.asa.org.uk/news/providing-greater-freedom-to-advertise-responsible-weight-loss-programmes.html#.Vk92kl4pof5>

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