

LIGHTERLIFE APPOINTS DENISE WELCH AS NEW AMBASSADOR

Wednesday 8 May, 2013

LighterLife UK Limited is delighted to announce ITV Loose Women star Denise Welch as their new celebrity ambassador.

Denise will work with the brand to lose weight in the lead up to her July wedding and is aiming to shed around two stone.

LighterLife is a pioneering weight-loss and [weight-management programme](#), which offers life-changing weight loss through a combination of very low calorie Foodpacks and weekly counselling sessions.

The counselling sessions are an integral part of the programme, helping people to understand why they overeat and subsequently ensure that they keep the weight off for good.

Former Emmerdale actress Pauline Quirke, famously lost 8.5 stone on the programme in 2011 and became the weight loss story of the year. Her Birds of a Feather friend Linda Robson was so inspired by Pauline's [weight loss](#) that she also joined the programme and went onto lose 3.5 stone herself.

Denise is incredibly excited about working with LighterLife and believes this will be the start of a much healthier relationship with food:

"I am delighted to be joining the LighterLife team. I am looking forward to losing weight in a steady and healthy way with a group of like-minded people. The LighterLife programme fits into my busy lifestyle and I look forward to celebrating a new slimmer and more confident me".

Please direct all media enquiries to Emma Heley at PHA Media:

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Notes to Editors

- LighterLife helps people achieve safe and fast weight loss through the combination of a nutritionally complete Very Low Calorie Diet (VLCD) and a unique behaviour-change counselling programme to achieve sustained weight management.
- Participants must be 18 or over and their GP must pass them fit to take part and give them regular monthly health checks.
- The VLCD comprises of four Foodpacks of nutritionally-complete soups, shakes or bars per day and abstinence from conventional food, which are combined with weekly sessions with a LighterLife Counsellor.
- The four Foodpacks provide a daily average of 500-600 kcal and 15.9g fat, a minimum of 50g protein and 50g carbohydrate, 0-17g fibre and at least 100% recommended daily allowances (RDAs) for key vitamins and minerals.
- Once an individual reaches their weight-loss goal, their LighterLife Counsellor will help gradually reintroduce a full range of food and create a healthy balanced eating plan.
- For more information on LighterLife please visit www.lighterlife.com

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