

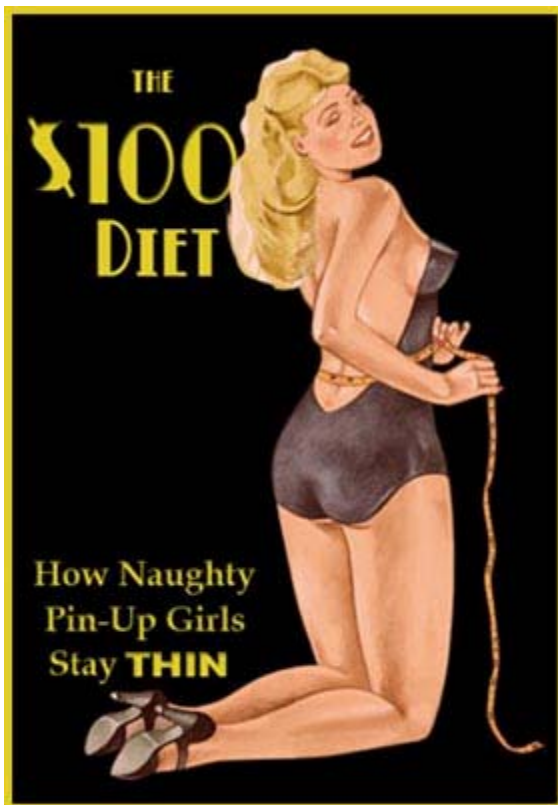
# THE \$100 DIET - The first official diet book downloadable to the iPhone through iTunes



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Industry: [Apparel & Fashion](#)



**Press Release Summary:** In today's troubled and rocky economy, a girl still can't spend too much on her beauty and appearance.

**Press Release Body:** Can you imagine a diet (or regime, as the author prefers it to be called) that allows fattening foods and alcoholic beverages? Have you ever heard of "on days" and "off days" on a regular basis? That is what this unorthodox diet guru explains in the mini-book, "**The \$100 Diet; How Naughty Pin-Up Girls Stay Thin.**"

*"It's about applying the same principal to eating as the average hard working girl applies to her*

job,"explains **author Rachel Car Johnson**, who herself has a 9 a.m. - 9 p.m. type job, constant business trips, but still enjoys her nightlife. *"You can't do anything seven days a week without cracking. I finally figured out how to balance it out so that the 'binge and purge' end of a yo-yo diet doesn't exist."*

**"The \$100 Diet"** is the first application based diet book to hit the unbelievably successful **iTunes Apps store**, making the book downloadable for iPhone users. With meal plans, recipes and exercise regime suggestions, having the book as an iPhone App makes it especially convenient, as users can take the book to the grocery store, restaurants and abroad. *"If you are traveling you can still have reference access to what you would normally eat if you were at home,"* says the author. *"And it will be conveniently stored on your iPhone at the market as well to remember what you have to buy for your meal plan that week."* Don't have an iPhone? The book is also available through the official website in both PDF and Word formats, which can be read on your home computer or transfered to nearly any smart phones.

**Car Johnson** has included the secret for getting and staying incredibly thin without starving and giving up life's guilty pleasures, as well as simple exercise plans to keep a girl's figure looking especially fit and trim without the backbreaking and time consuming effort. Can you have champagne? Why, yes. Can you have desserts? But of course! Is it easy to learn and to follow? Well, it must be if it's kept its author's fleeting attention span. *"This book was written for today's multi-tasker,"* states **Car Johnson**. *"We don't have time to read our email let alone pour over a diet book that may help us brim with self confidence if we could possibly finish and make sense of it. That's partly why I wrote the book to be purposely short. I have tried many a diet in the last few years and this is what has worked for me."*

**Car Johnson** grew up in Los Angeles, California — the land of the size 0, where girls are known for being small and petite, but often fall victim to the celebrity diet fads that constantly plague Hollywood. She accounts for the first time she was photographed for her recording artist career and had to worry about being in a bathing suit on film. *"That's what started the whole thing,"* **Car Johnson** says. *"I was okay, but had to worry about how I would look on film. I don't have a naturally rail-like figure and had to work at what I did to begin with. But the first diet I was ever on was an extreme."* She began to investigate a plethora of diets soon after and melded a combination of several lifestyles to get the figure she was most proud of and felt

passionate about it enough that she decided to write a book about the methods.

What's the reason for the title? It's pleasantly simple. Read the book and find out. The pin-up girl bit? Being in music, the author has had to pose for many a picture and has always admired the pin-up model from yesteryear. 'They didn't have fancy machines, specialty chefs and pre-prepared meals. They did not have personal trainers. They did it themselves, not having to rely on anyone or anything else.' This mini e-book is a simple, fast and fun do-it-yourself guide to get the classic hourglass figure that you desire and it's having ladies feeling foxier than ever.

Ironically, Car Johnson is also in love with food. Being an avid cook and a never-ending connoisseur of food, this book also explores several recipes of what is decadently good on your "off days" in addition to tasty dishes on your "on days."

The book has perfect timing for hitting the scene before the holiday season because the author feels confident that even the holidays can't ruin it's method for success. In addition, it will prove it's worth by the New Year, leaving many a girl confident about keep their 2009 New Year's resolutions.

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