

# LighterLife launch new Talking LighterLife forum



Released on: February 10, 2009, 6:46 am

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Industry: [Healthcare](#)

**LighterLife**, the weight loss and weight management programme, has introduced a brand new forum to its website called '**Talking LighterLife**', to encourage clients to share and discuss their experiences of the **LighterLife programme**.

*"I was amazed how fast my dress sizes went down"*



**Talking LighterLife** will offer **LighterLife** clients a facility to express their views and talk about their LighterLife experiences and talk to others about how **LighterLife** has changed their lives. **LighterLife** clients will have the opportunity to post comments and gain extra support from others on the programme between their weekly group meetings.

The **LighterLife** forum allows clients the opportunity to speak to others on the programme and identify with them and share similar experiences, whether they are commenting on celebs in the news, new diet products or how they have got on at their weekly group meeting. For some clients it provides an instant response or support when they are having a weak moment and for others, it is useful for updating and monitoring their progress on a daily or weekly basis as they progress through the [weight loss programme](#). Many people on [diets](#) find it especially useful to talk with others and this is the opportunity for which **Talking LighterLife** is designed.

As well as allowing clients to talk about LighterLife, the [weight loss forum](#) will also offer potential clients the chance to learn more about the programme from people

who have actually succeeded on it. Visitors will be able to see real questions posted by, and answered by, **LighterLife** clients. By offering this service, visitors will be able to read honest unbiased information to give them the tools to decide whether they are ready to join the programme. Users can also find a Counsellor, sign up and start the LighterLife journey themselves. There is also an opportunity for existing or potential clients to ask **LighterLife** a question directly if they don't want to post their question publicly.

**Sara Jamison, the Sales and Marketing Director at LighterLife,** commented: *"The introduction of Talking LighterLife is a fantastic addition to the LighterLife website. There are a number of LighterLife blogs online and we thought that the new forum would be the perfect place for both clients and potential clients to log on and either talk about their experiences or find out more about the programme in one central place."*

#### **About**

#### **LighterLife:**

LighterLife is a [weight loss](#) and weight-management programme for people who are one stone or more overweight and with a [BMI](#) (body mass index) of 25 or above. LighterLife has helped over 100,000 people lose weight fast since 1996.

The unique LighterLife approach offers programmes specific to the obese and the overweight in the form of nutritionally complete soups, shakes and bars combined with specialised counselling using cognitive behavioural therapy (CBT) and transactional analysis (TA) techniques. Clients benefit not only from safe, fast weight loss but they also learn the behavioural changes needed to sustain it.

Founded in 1996, the LighterLife Programme was developed by three of its directors - Jackie Cox, Bar Hewlett and Rebecca Hunter.

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