

# Using Psychology to Lose Weight

Why It Works, and Why Dieting and Exercise Alone Don't Work



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Author: **Symmetry Press LLC**

Industry: [Consumer Services](#)

Torrington Connecticut U.S., August 13, 2012, 5:06 am -- /[EPR NETWORK](#)/ -- Dr. Kenneth Schwarz, co-author of the series, Weight-Loss Books for Women — Using Psychology to Lose Weight, will appear on The Mary Jones Show on Monday, August 20, 2012. The show is from noon to 2 p.m., and can be heard on WDRC-AM 1360 Hartford, WSNG-AM 610 Torrington, WMMW-AM 1470 Meriden, and WWCO-AM 1240 Waterbury.

Dr. Schwarz will be interviewed by Mary Jones about the 7 self-help, how-to books that he wrote with his wife, the writer Julie North Schwarz. The books are all about using psychology to lose weight. This [Symmetry Press series](#) of books shows that psychology is what is missing from the usual formula, weight loss = dieting + exercise. The missing psychology, according to Dr. Schwarz, has to do with adherence and personal change. In other words, if you don't stick to it, it won't work; and in order to accomplish permanent weight loss, you have to change your old ways and develop new ways.

The Using Psychology to Lose Weight series illustrates how to use psychology to lose weight by taking traditional weight-loss issues and showing women how to use psychology to maneuver through them.

The first book in the series is a novel of passionate weight loss. It is called ***Breaking Up With Food: Maria's Last Diet***. It delivers its self-help by taking the reader deep into a woman's psychology.

The 3-volumes of ***Psych Your Diet: A Daily Dose*** are handy advice manuals to use for each phase of the weight-loss process. They show a woman how to make the personal changes needed for each weight-loss phase.

**Volume 1.** Psych Yourself to Start supplies what you need to get going—inspiration, understanding, and how-to's.

**Volume 2.** Psych Yourself to Stick to It gives you ideas, strategies, encouragement, and more so you can do what it takes to adhere to your weight-loss regimen—all the way to goal.

**Volume 3.** Psych Yourself to Keep It Off helps you see what you have to do to maintain your lost weight, and it explains how to go about doing it.

***Stop Your Emotional Eating*** lays the groundwork for seeing emotional eating for what it is. It gives a compendium of emotional eating ideas, ways to think more fully and clearly about emotional eating. *Stop Your Emotional Eating*, of course, also tells how to stop your emotional eating, with strategies to use for all the different aspects of emotional eating.

To solve the problems that wreck a woman's weight-loss attempts, there is ***Diet Tuffy: The Fun Way to Seriously Lose Weight***. This workbook helps you target your toughest dieting and weight loss problem, come up with a brand new solution, and make an ingenious plan to put the new solution into action. With Diet Tuffy, a woman can square off against lack of willpower, low self-confidence, feeling deprived, too much stress, and any other weight-loss foe.

The most recent book in the series is ***How to Break the First Big Rule of Women Who Stay Fat***. This book is a personal guide to breaking one of the rules in a woman's life that has been working to keep her fat. With the help of the strategies in this book a woman will

be able to break the first big rule and handle those moments when she feels all her power slip away and she plunges right into food.

Dr. Schwarz will be available after his interview on The Mary Jones Show to answer questions at [hi@mariaslastdiet.com](mailto:hi@mariaslastdiet.com). More on using psychology to lose weight can be found on Dr. Schwarz's blogsite [www.mariaslastdiet.com](http://www.mariaslastdiet.com).

Contact: Promotions  
Symmetry Press LLC  
239 Dorothy Drive  
Torrington Connecticut 06790 U.S.  
1.860.618.2265  
[hi@symmetrypress.com](mailto:hi@symmetrypress.com)  
[www.symmetrypress.com](http://www.symmetrypress.com)  
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