

# LighterLife Relaunches Magazine In A New Smaller Handbag Size



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Author: [LighterLife](#)

Industry: [Healthcare](#)

LighterLife has relaunched its LighterLife magazine with a new look and improved content to offer readers added inspiration and understanding of just what LighterLife offers. The new feel and design of the magazine has been created with the help of publishing house, Specialist Publications.

The re-launch sees the [weight loss](#) magazine take on a new, clean direction. The size of the publication has moved from A4 to a smaller handbag size, making it more user friendly. The magazine also features more LighterLife clients than ever before, whether it's at the beginning, middle or end of their weight-loss journey. Niki Webb, Specialist CEO said, "The relaunch gave us an opportunity to refresh the magazine from a photographic, design and content perspective. The new magazine is stylish and confident. The team at Specialist are very passionate about the LighterLife brand. The fact that thousands of people have battled obesity and are now managing their weight after following LighterLife is truly inspirational and something worth shouting about."



The LighterLife magazine is now available exclusively through on-line subscriptions or via LighterLife counsellors and the new format sees the publication become available on a quarterly basis.

The decision to remove the magazine from the news stand provided the opportunity to make the magazine more specific to the LighterLife clients, whilst more care has been taken over the wording and language used, ensuring new clients and other audiences who might read the magazine will not be alienated but engaged in the content, and have an understanding of LighterLife.

Heather Butcher, LighterLife PR & Communications Manager commented "The new magazine will include further in-depth articles about our clients really exploring why they put on weight and how they found their individual LighterLife Journey. In the past the magazine concentrated on fantastic weight-loss to enable it to jump off the retailer's shelves and into shopping baskets."

The new look issue is on sale from 22nd March and features a wide spectrum of weight-loss stories, tips and advice on dealing with difficult situations that may arise while [losing weight](#), along with information that may be useful to family members who want a better understanding of LighterLife. For potential clients these features and stories are design to prompt and answer any questions people may have before embarking on LighterLife Total or LighterLife Lite.

### **About**

### **LighterLife:**

LighterLife is an industry leader in weight management, with an established, highly successful approach to significant weight loss and lifetime weight management. Since 1996 LighterLife has helped over 200,000 people all over the UK and Ireland with its quick [weight loss diet](#).

Designed specifically for people who are one stone or more overweight and with a body mass index of 25 or above, the unique LighterLife [weight loss solution](#) offers programmes specific to the obese and the overweight using nutritionally balanced soups, shakes and bars combined with specialised counselling techniques. Clients benefit not only from safe, fast weight loss but they also learn the behavioural changes needed to sustain it.

| <b>For</b>   | <b>press</b> | <b>enquiries</b> | <b>contact:</b> |
|--|--------------|------------------|-----------------|
| Josie  |              |                  | Smart           |
| PR   |              |                  | Advisor         |
| LighterLife  |              |                  |                 |
| Cavendish  |              |                  | House           |
| Parkway  |              |                  |                 |
| Harlow   |              | Business         | Park            |
| Harlow   |              |                  |                 |
| Essex  |              |                  |                 |
| 5QF  |              |                  | CM19            |
| 01279  |              |                  | 636998          |
| <a href="http://www.lighterlife.com">www.lighterlife.com</a> |              |                  |                 |

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