

# Three Keys to Weight Control

Successful long-term weight management combines exercise, diet—and behavior.

BY GARY HEAVIN

**I**t takes more than exercise or diet alone to achieve long-term weight-management success. Many of you have exercised and found that you can lose weight up to a point—but then it stops. Dieting alone usually works only to a certain level as well. Together, exercise and diet can be more effective, but there is also a third leg to successful weight management: behavior. How do you do those things that you really need to do—such as acquire the habit of exercise and stick to a diet.

Your Curves program includes all three of these key components.



*When you set short-term goals and measure success, habits are formed that lead to long-term success.*



## Efficient Fitness

Research is confirming that Curves has a very effective exercise program. Our efficient fitness method is complete. Sustained target level activity burns more body fat. Strength training prioritizes and protects metabolically active muscle and keeps energy

needs high. Stretching is important as well because it maintains the integrity of joints and keeps you moving well.

## Higher Metabolism

Our unique method of temporary dieting to achieve permanent results provides an exit strategy from perpetual dieting. When it is necessary to burn off stored body fat, you do so by starving the fat while feeding the muscles. When you reach your goal or hit a plateau, you follow our method of raising metabolism by eating and only dieting intermittently to keep from regaining lost weight.

## Support System

Even the best diet and exercise plan requires a support system. This is the behavioral leg, and Curves has created a comfortable environment that supports the habit of exercise—a community of support. Women come together with the same needs and goals and encourage each other. Coaches instruct, counsel, and encourage performance. We have designed six-week challenges to teach our unique weight-loss approach and create an opportunity of camaraderie among small groups of women. When you set short-term goals and measure success, habits are formed that lead to long-term success.

## Encouragement

Reading about the success of others in the pages of *diane* magazine or displayed on the walls of your local Curves helps you to believe in your own potential for success. We worked with the leading motivational speaker, Zig Ziglar, to produce a series of motivational CDs that will help you



Curves cofounder Gary Heavin

change your habits, stick with the Curves workout and diet, and have better relationships with those you love. Starting in January through June, you will have an opportunity to acquire a monthly CD on various topics. Listening to these positive messages will help you program your mind for success. These messages that reinforce the value of your life and health will keep you on track for success.

We hope that you will persevere in your pursuit for optimum health. We believe that our efficient fitness program, permanent results without permanent dieting method, and community of support are the best way to get there. ●

**Gary Heavin** holds a bachelor of science degree in health and nutritional counseling and is the author of four books. He has been counseling exercise and weight management for 29 years.