

Finally, dieters can stop counting calories.
 Stop agonizing over fat grams.
 Stop dreading the scale.
 And...lose weight, for good!

THE VIRGIN DIET

Drop 7 Foods. Lose 7 Pounds. Just 7 Days.

JJ Virgin, CNS, CHFS

With *The Virgin Diet* (Harlequin; On Sale December 2012; \$25.95 U.S./\$28.95 CAN.), JJ Virgin, CNS, CHFS, explodes the myth that certain foods are universally healthy components in any weight-loss diet.

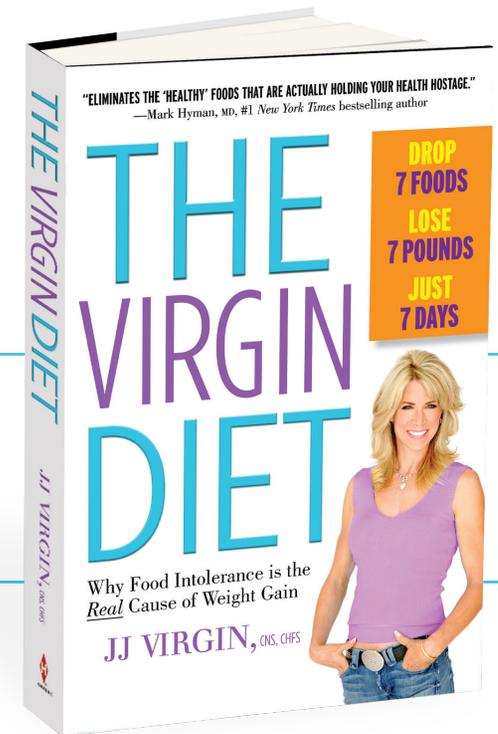
Based on her work with thousands of clients, including many athletes and Hollywood celebrities, this nationally recognized nutrition and fitness guru has proven that many so-called "diet" foods can undermine your efforts to shed pounds and that supposedly healthy foods can actually cause you to gain weight. With just a 21-day commitment, the revolutionary *Virgin Diet* can reset your metabolism and end the seemingly endless yo-yo cycle of weight loss and gain forever.

The hidden cause of weight gain, Virgin explains, is Food Intolerance (FI). "Food-intolerance symptoms vary from

person to person," she writes, "but the most common include bloating, gas, indigestion, fatigue, mental fog, irritability, moodiness—and weight gain. If you're eating foods that your body can't tolerate, you're likely to gain weight, feel crummy and look years older than your actual age."

The big surprise for most of us, though, is that the **7 major High-FI foods are: Gluten, Soy, Dairy, Eggs, Corn, Peanuts and Sugar and Artificial Sweeteners.** In other words, many foods touted as "healthy" can be the culprits: egg-white omelets, whey protein shakes, nonfat yogurt, soy-based veggie burgers on whole grain buns. Eating these foods can actually sabotage your health.

Publication Date:
 December 2012
 ISBN: 978-0-373-89
 \$25.95 U.S./\$28.95 CAN.
 Hardcover; 352 pages



Publicity Contact

For more information about *The Virgin Diet* or to set up an interview with the author, please contact SHARA ALEXANDER at:

T. 212-553-4261

E. Shara_Alexander@harlequin.ca

TURN OVER

In *The Virgin Diet*, JJ Virgin explains how food intolerances cause trouble for our bodies and can contribute to weight gain. She then leads readers through her revolutionary program. It begins with a 21-day period of Elimination, during which all of these foods are purged from the diet. By cutting out all of the top 7 High-FI foods— each replaced with healthier alternatives, such as replacing milk with coconut or almond milk, peanuts with almonds, sugar with stevia, and gluten with quinoa and brown rice products— fueling your system with healing foods and supplements, Virgin predicts readers will see quick and lasting weight loss.

During the next 28-day period, you can customize the plan, testing your own food intolerances by reintroducing those FI foods you enjoy back into your diet one at a time and assessing your body's reaction.

Finally, you can adopt *The Virgin Diet* for life, avoiding corn, peanuts and sugar and artificial sweeteners, but periodically testing other High-FI foods to see if your tolerance for them has changed. You'll never have to "diet" again.

With its easy, step-by-step approach, *The Virgin Diet* fits any lifestyle. JJ offers specific advice on what foods to eat and which to avoid; with the Ultimate Meal Assembly Guide, it is easy to put all of her advice together without stress, and she provides simple, healthful recipes to prepare at home, as well as advice for sticking to *The Virgin Diet* when dining out and traveling. Helpful appendices provide shopping lists, conversion charts and other invaluable resources. Throughout the book, Virgin also shares inspiring testimonials from many of her clients on what *The Virgin Diet* did for them.

"Let's get one thing straight," Virgin writes, "even if you've been on a dozen diets and struggled unsuccessfully to lose weight, *The Virgin Diet* can work for you. In fact, the more trouble you've had with losing weight and keeping it off, the more likely it is that food intolerance is at the root of your problem. Ironically, trouble with previous diets probably makes you a better candidate for success with *The Virgin Diet*. If they didn't work, food intolerance was very likely a big part of the reason. Heal the problem, and off come the pounds."

About Harlequin Enterprises Ltd.: Harlequin is the global leader in series romance and one of the world's leading publishers of books for women, with titles issued worldwide in 28 languages and sold in 114 international markets. For decades, Harlequin has published great romance imprints such as Harlequin, Silhouette and Love Inspired. In young adult literature, Harlequin Teen is the home of authentic fiction for every young reader. Harlequin Nonfiction publishes memoirs, cookbooks, diet, fitness, self-help and motivational, and relationship books. Harlequin Enterprises Limited is a wholly owned subsidiary of Torstar Corporation, a broadly based media company listed on the Toronto Stock Exchange (TSB). Harlequin has offices in 19 countries, including offices in Toronto, New York and London. For more information please visit www.eHarlequin.com or press.eHarlequin.com.

PLEASE SEND A CLIP OF ANY REVIEW OR MENTION TO:

By Mail:

Shara Alexander
Harlequin Enterprises
233 Broadway, Suite 1001
New York, New York, USA 10279

By Email:

Shara_Alexander@harlequin.ca

About the Author

JJ VIRGIN, CNS, CHFS, is one of the nation's foremost nutrition and fitness experts. A 25-year veteran of the health and fitness industry, she has coached high-performance athletes, CEOs and A-list celebrities. She frequently offers health advice for national television, radio, and print media, including NBC's *Today*, *Access Hollywood* and *The Doctors*, among others. She spent two years as the nutrition expert on *Dr. Phil* and most recently was the co-host of TLC's *Freaky Eaters*.

Visit her at www.TheVirginDiet.com

