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## The journey to weight loss starts at Motivation Clinic

If you're looking for a way to shed those pounds, and searching for a long-term solution rather than another fad diet, then Motivation Clinic is for you. Operating very successfully in Ireland for 15 years, Motivation Weight Management Clinic has just opened its first midland clinic in Athlone.

The programme used at Motivation Clinic was created by Dr Maurice Larocque, one of the world's leading experts on obesity and weight-related problems and the author of several books on the subject. Dr Larocque believes in treating the person, not the obesity.

The difference between this and other weight loss programmes is that Motivation Clinics clearly understand that it's not about what you eat but why you eat. Through individual consultations, behaviour modification programmes, and healthy eating plans, they identify the triggers and thought patterns responsible for your weight problem. They address the emotional reasons and examine why certain behaviour exists, and can then give you the tools to change your life.

When you call Athlone's Motivation Weight Loss Clinic, an appointment will be made to meet your consultant at a time that works for you. Your first consultation will last about an hour and a half. Your second consultation, one week later, will be about 30 minutes, and all other consultations will be 15 minutes. A five-month programme of individual, one-to-one consultations will help you to maintain motivation, and to work out a healthy eating plan with the assistance of a food diary.

On your first visit, you will be introduced to the Mental Weight Questionnaire, a computerised questionnaire which will help both you and your consultant determine behaviour patterns that need to be addressed. A person's 'Mental Weight' is made up of their habits, motivation, physical stress symptoms, emotions, and mental self-image. Motivation Clinics have developed a programme that will identify and reduce a person's mental weight so that it matches their 'desired weight' - giving them the opportunity to reach and maintain their desired weight.

A study of 200 people who took part in the Motivation Clinic programme found that 86 per cent had maintained the weight loss after

three years. While dieting only deals with the symptoms of being overweight, the Motivation Weight Management Clinic programme offers clients a means and method to treat the actual cause.

Contact Ruth O'Malley at Motivation Weight Management Clinic, Unit 13, Inis Oir, Golden Island, Athlone at (090) 6479748 or (087) 8528637. Visit [www.motivation.ie](http://www.motivation.ie) for further information.