



The Science behind the LivingLean Weight Management Course

In a nutshell, LivingLean is a unique online course designed to eliminate and replace the dysfunctional, emotionally-charged subconscious thought patterns that drive unhealthy eating behaviors. It accomplishes this goal through a structured Cognitive Behavioral Training process derived from Cognitive Behavioral Therapy (CBT). The process was pioneered by SelfHelpWorks founder Louis Ryan in 1979.

SelfHelpWorks' Cognitive Behavioral Training is very different from typical behavior modification strategies, which generally cannot be sustained long-term because they rely on the use of willpower to resist cravings for certain foods or eating patterns. These cravings are triggered by certain substances or situations and unfortunately for the vast majority, willpower is simply no match for them over a long period of time. The more the cravings are resisted, the more they intensify ... until they become so overwhelming that they simply cannot be resisted ... no matter how hard the dieter tries to stick to their eating plan. The bottom line is that unless the cause of the cravings is removed, they will keep coming back over time – which explains why the diet roller coaster phenomenon occurs.

So what causes these food cravings, and how can they be eliminated? The answer to both of these questions lies in the fact that they are driven not by physical need but by an emotional dependency. At the heart of this dependency is a complex combination of dysfunctional beliefs and thought patterns developed at a subconscious level as certain behavior patterns are repeated over time. But the good news is that with the correct approach and a little honest effort, it can be removed. This is where SelfHelpWorks comes in.

Using a structured process that involves sequentially applying a series of synergistic psychological and behavior change modalities, SelfHelpWorks' Cognitive Behavioral Training process is designed to get rid of emotionally-charged cravings at their source. It does this by breaking down and replacing the intertwined combination of dysfunctional beliefs, subconscious thoughts and emotions that create the cravings in the first place, thereby eliminating them.

The LivingLean online Cognitive Behavioral Training course takes participants step-by-step through a 14-session course designed to:

- **Expose** self-defeating beliefs, thought patterns and related emotions learned over time and buried deep within the subconscious mind;
- **Replace** them with rational, empowering beliefs and emotions;
- **Apply** those rational beliefs and emotions to create health-promoting behavior patterns; and
- **Embed** the 'new' beliefs, emotions and behaviors into the subconscious mind through a series of simple yet powerful training exercises.

So the main focus of LivingLean is not to tell participants what, when and how to *eat* (the “symptoms”), but rather to change the way they *think* (the “cause”). In this way LivingLean has the power to change the cognitive response to ‘trigger’ substances and situations without the use of willpower. The result is genuine, lasting behavior change and a higher quality of life.

LivingLean and the other SelfHelpWorks online courses are evidence-based and time-tested. They are digitized versions of courses previously taught live in hospitals and clinics. Attached is supporting documentation, specifically a critical review by independent experts and an independent survey of LivingLean graduates conducted by a university professor.

Exhibit 1

Synopsis of Critical Evaluation of SelfHelpWorks Methodology

The evaluation was conducted by **John E. Martin, PhD** (Professor of Psychology and Director, Behavioral Medicine Clinic at San Diego State University) and **Scott T. Walters, PhD** (Assistant Professor of Behavioral Sciences at the University of Texas, Dallas Regional Campus at Southwestern Medical Center). Dr. Martin has published over 70 research papers and two books, and has been awarded more than \$4 million in federal, state and private research grants for his work in addictive behavior treatment, cardiovascular risk modification, smoking treatment, medical compliance and health behavior change. Dr. Walters has published more than two dozen articles and book chapters on theoretical and applied aspects of behavior change, is a frequent speaker to campus, community, and medical groups, and has received national and international awards for his work.

The SelfHelpWorks Inc. company and lifestyle management website was critically evaluated for scientific soundness, effectiveness, safety and quality, and overall applicability.

SelfHelpWorks is a comprehensive, unique and effective interactive website for those seeking to make changes in their in smoking, diet and/or alcohol use habits. SelfHelpWorks' programs were found to be safe and scientifically sound, based on the highest standards in the field of behavior change and Internet-based lifestyle management interventions. The lifestyle management modification programs included in SelfHelpWorks (including the "LivingFree" smoking program, "LivingLean" diet modification program, and the "LivingSmart" alcohol use intervention), represent an exciting advance in intervening with the most critical health-risk behaviors, using an efficient newer modality of delivery that is highly efficient, convenient to many, and potentially very effective while maintaining low cost.

SelfHelpWorks' approach to these often highly resistant behaviors appears to be consistent with well-established theories of cognitive-behavioral psychology, such as bibliotherapy, behavioral self-control training, behavioral-economic theory and acceptance and commitment theory. Further, the staff at SelfHelpWorks was found to be highly motivated, very competent and self-directed, and clearly committed to the future success of the company and their clients.

The technical aspects of the website are very impressive, including the [video] based instructional and interactive presentation format, client email tracking system and (most impressive and innovative) their pioneering weekly call-in/email-in internet radio show and rules-based Personal Coaching software. Noteworthy as well is their well-integrated, highly effective processing and systematic presentation of critical treatment information, steps and components.

An especially remarkable positive feature employed across the three lifestyle management intervention sites is SelfHelpWorks' **unique employment of methods designed to enable personal choice as well as urge-approach conditioning/desensitization, rather than the more standard and less effective urge-avoidance/escape techniques.** We believe that using the urge to smoke, drink, or eat as an advocate facilitates the normal desensitization process and **disables the power of these urges to cause emotional crisis and compulsive/addictive behavior and relapse.** Clients are taught in creative and effective ways to **"dance" rather than the more standard and less effective urge-avoidance/escape techniques which are to "wrestle" or fight with the urge** – the latter which often leads to failure to withstand an urge and giving in to its pull.

Exhibit 2

LivingLean Corporate Survey – UCLA Professor

A SelfHelpWorks corporate client engaged David Heber, MD, PhD, Professor of Medicine and Public Health and Director of the UCLA Center for Human Nutrition at the University of California, Los Angeles, to evaluate the benefits of LivingLean. Dr. Heber surveyed 300 of the client’s LivingLean course graduates, 46.3% of whom were male and 53.7% female.

Of the 300 graduates surveyed, 256 (more than 85%) had completed LivingLean as much as **6 – 12 months** previously so their results did not reflect the short-term bias typically inherent in exit surveys. Average weight loss was **26.6 pounds**.

Detailed survey responses were as follows:

	Over 30	15-29	9-14	5-9	Less than 5
How much weight did you lose? (pounds)	11%	47%	32%	5%	5%
	Completely	Very Much	Somewhat	Not Much	Not at All
Helped you meet your weight loss goal/milestone	21%	47%	2%	6%	4%
Helped you keep your weight off	11%	67%	12%	6%	4%
Reduced your emotional dependency	16%	68%	16%	0%	0%
Improved your motivation about weight loss	32%	63%	5%	0%	0%
Increased your Personal Power	42%	42%	16%	0%	0%
Helped keep you on the meal plan	47%	42%	11%	0%	0%
Has eliminated cravings for your Main Munches	26%	63%	11%	0%	0%

Overall Impression of Living Lean

Excellent	Very Good	Good	Fair	Poor
64.4%	31.5%	5.1%	0%	0%