

the faddy diets promoted by skinny celebrities

"People come to us after surgery and they still want to eat but they simply can't, so often they replace one bad behaviour with another and end up with a different problem.

"They will find ways to put on weight because they don't know how to change their habits"

According to Dr Larocque, a rise in the levels of obesity is inevitable in countries that suddenly become richer.

"There are many factors that can contribute to a rise in the amount of obese people in an area.

"This problem always increases in rich countries. People in richer countries hear the word 'fat' and they hate it.

"Instead, they have switched to carbs and they are much worse. If you eat too many carbs it won't fill you up, you'll just stay hungry, but people won't listen.

"Also, things like stress play a big factor in obesity, as does lack of exercise."

However, despite the proven effectiveness of Motivation Weight Management, clients at its clinics must want to overcome their emotional issues before they can progress.

By treating their "mental weight", the programme acts as a type of food therapy. "It is a type of therapy but a lot of it has to do with the patient themselves," he

explains.

"We don't put them on a couch — it's not psychotherapy. They have to take responsibility for their behaviour. They have to recognise their stress and emotions.

"They can't come to me and say, 'Make me lose weight' — I can't make them lose weight, I can only help them to lose weight themselves."

The 63-year-old medic, who has written several books on the issue, has also debunked many myths about dieting by disproving them through his extensive research.

"Some people say that losing weight too quickly is bad but I don't agree. We've done research and it shows that initial weight loss can help motivate people to keep going."

The residents of the hills of Hollywood are the biggest offenders for unhealthy attitudes

and losing weight at an alarming rate.

"Celebrities use fad diets and people follow them but they can actually make you
very sick.

towards food with many of them gaining

"If you eat less then obviously you will lose weight, but if you just eat cabbage soup all day then you're going to end up with tissue problems and other illnesses."

The Montreal native believes that celebrities could benefit from following his weight management programme, as many of them are emotionally fragile.

"Celebrities accept a job and then they need to lose weight fast but they don't deal with their emotions and that's why their weight goes up and down so much," he muses.

"Also, the follow-up after the weight loss is as important as the weight loss itself.

"People like Oprah Winfrey will always have weight problems until they continue to deal with the reasons why they overeat."

■ Dr Maurice Larocque will deliver a public seminar entitled 'Strategies for Long-Term Weight Management' tomorrow at 11am in the concourse at Beacon Court, Sandyford, Co Dublin. HEAD FIRST: Sort out emotional issues before starting a diet