

Stop Getting Scammed by Weight Loss and Diet Products

For years we've all been tricked into buying weight loss, diet, health and fitness products that have no chance of working.

May 28, 2007 (FPRC) -- Fit advocate and former fitness industry insider Craig Pepin-Donat takes on weight loss products, bogus diets, infomercials hawking cheap home exercise equipment, scary diet drugs, shoddy fitness club practices, and many more prevalent health scams in his new book, *The Big, Fat Health and Fitness Lie: Enrich Your Life and Improve Your Health without Getting Ripped Off in the Process*.

For years we've all been tricked into spending our hard-earned money on products that guarantee impossible results. Shockingly, the very industries that promise to improve our health have actually deceived us and are sabotaging our efforts. *The Big, Fat Health and Fitness Lie* exposes the industries and companies that profit at the expense of your health and your pocketbook. But it doesn't stop there. It is chock full of insights, recommendations and resources to get you back on the path to a healthy and fit lifestyle — permanently.

Fit advocate Craig Pepin-Donat (www.fitadvocate.com) walked away from a career as top fitness industry executive and millions of dollars in guaranteed income to reveal the big, fat health and fitness lie. *The Big Fat Health and Fitness Lie* will:

- Protect you from the scams, rip-offs and outright lies of unscrupulous companies
- Expose the dirty little secrets of the weight loss, diet, supplement, fitness, health care and pharmaceutical industries
- Show you how to lose weight—safely and permanently—without the use of drugs or fad diets
- Reveal step-by-step how to create a healthy and fit lifestyle
- Save you thousands of dollars on products that don't work
- Provide hundreds of valuable resources on your path to better living

Endorsed by renowned physicians, fitness experts, investigative journalists, best-selling authors and celebrities including model Cindy Crawford who said, "Valuable information essential for anyone interested in improving their health."

The Ralph Nader of the health and fitness industry, Pepin-Donat doesn't shrink from naming names. Taking on TrimSpa, Bally Total Fitness, Curves and others, Pepin-Donat recommends the best diet and nutrition plans, home equipment, fitness clubs, guides, and resources as well as details on his own effective regimen for optimal health. Sharing inspirational stories drawn from the lives of his own family members, Pepin-Donat offers an invaluable tool for anyone who's ready to take responsibility for improving their health.

About Craig Pepin-Donat

Craig Pepin-Donat is uniquely qualified to speak on issues of health and fitness. Starting as a nationally certified personal trainer and rising to the top of his profession, Craig led several high profile fitness organizations as president and as executive vice president of sales and marketing for the world's largest fitness organization.

With over a quarter century of experience, he has operated more than 450 health and fitness clubs

in 11 countries and has visited over 30 countries while studying health and fitness trends worldwide. He has researched and purchased millions of dollars worth of fitness equipment, dietary supplements and other health and fitness related products. Craig has created numerous professional training programs, based on his simple formula for success, that have positively affected hundreds of thousands of people.

Contact Information

For more information contact David Rippe of Celestia International (<http://www.celestiacorp.com>)
513-253-4854

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