

**MEDIA RELEASE**  
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## **The new Scientifically Proven Weight Loss Technique Helping Women Lose Weight Permanently - and Turn Back the Clock!**

**A totally new approach to weight loss is having enormous impact in helping women lose weight gradually, permanently and changing their body shape.**

**Through the power of Tapping, often called Emotional Acupuncture, together with a totally different approach to eating and exercise, women are actually reversing the aging trend and changing their body shape without making any drastic changes in their daily life.**

Dr Peta Stapleton, Associate Professor of Psychology at Bond University, one of the world's leading researchers in Tapping and weight loss says "The technique of Tapping has not only been proven to help people release the underlying cause of issues of weight gain such as food cravings, dealing with the emotional cause first. Once the issue has been cleared through tapping, the craving simply disappears."

And the new approach to tapping is not only changing people's attitudes – but also their bodies.

58 year old EFT Practitioner and former fitness instructor Sally Thibault, says "I had been pretty healthy all my life and watched what I ate, but as I reached my mid 50's everything started to change. It was harder to lose weight and I noticed that not only my face was aging, but my body as well.

"Early last year I was introduced to tapping and I noticed gradual changes not only to the way I thought about myself, but the way my body was changing. It was really quite extraordinary.

"I am actually eating more and exercising less yet my body is better now than when I was 40! I would never have believed it before tapping. As a former fitness instructor, it was a very exciting discovery."

Dr Stapleton says "People are told that in order to lose weight they simply have to exercise and eat a healthy diet, but that doesn't identify or deal with the real issue. Most people struggle with their weight because something in their lives is causing stress. That is why Tapping is so powerful in the weight loss process. Because it significantly lowers the stress hormone cortisol one of the causes of weight gain, especially for women in their 40's and 50's!"

Mrs Thibault and Dr Stapleton, will be presenting a seminar in Brisbane in September, teaching how to use the technique for sustainable weight loss.

"Tapping uses the ancient Chinese modality of acupressure, or acupuncture without the needles whilst verbalising what they are feeling. Clients are finding that not only are their issues dealt with quickly and effectively, but they are long lasting" says Mrs Thibault

Tapping is so effective because:

- **It works by helping lower Cortisol levels in the body.** Cortisol, the stress hormone is often responsible for weight gain, especially for those over 40.

- **Tapping is gaining acceptance because it can be done easily and quickly.** Once learnt, Tapping can be used quickly and effectively, anytime and anywhere.
- **Tapping can create permanent change.** Tapping works by helping people recognise and release the underlying cause of the emotion that causes stress.

Tapping is now a worldwide phenomenon that is transforming beliefs that have previously taken years to identify and release using traditional therapies.

**The Fit Fabulous and Free to Live Your Best Life Seminar will take place at in Brisbane on Saturday 29 September**

#### **About Dr Peta Stapleton**

*Dr Peta Stapleton* is a registered Clinical and Health Psychologist in Australia, and Assistant Professor at Bond University. With over 20 years experience Peta is one of the world's foremost researchers in the field of Emotional Freedom Technique, leading a world first randomised clinical trial investigating the impact of Emotional Freedom Techniques (EFT) in the treatment of food cravings in overweight and obese adults. She is currently comparing EFT against Cognitive Behavioural Therapy for food cravings; EFT for healthy eating, physical activity and resilience in 12-18 year olds; EFT for academic Fear and Failure in 12-18 year olds; and EFT versus CBT for Depression in Adults.

#### **About Sally Thibault**

Sally is a Professional Speaker, Counsellor, EFT Practitioner and author. She commenced her career as a Fitness instructor in Canada, a career she enjoyed for over 15 years. During that time she developed Aerobic Instructor Training courses, training over 400 aerobics instructors; hosted Canada's first Cable TV fitness show; and facilitated the world's largest indoor aerobic class 2,000 participants (Edmonton Canada 1982). She continued her work in the fitness industry, until her child was diagnosed with Autism, and wrote a book detailing their path. Over the last four years she has been working with parents who are raising children living with autism. Now as her son has grown and leading a successful life, she has returned to her first love and has developed the Tapping to be Fit Fabulous and Free program.

##ENDS##

High Resolution Images and Interviews Available Upon Request

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