



## **Lose Weight: Without Dieting or Working Out! by JJ Smith**

New Book, *Lose Weight Without Dieting or Working Out* Reveals Surprising Secrets to Lose Weight Permanently—Even if You Don't Diet or Exercise

*A groundbreaking weight-loss solution for those who don't always have time to diet or exercise, but still need proven, safe methods to lose weight and stay slim for life.*

Washington, D.C. January 2, 2012

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JJ Smith releases her much anticipated book, *Lose Weight Without Dieting or Working Out!* The book offers a breakthrough solution that helps you lose weight without counting calories, starving yourself, or eating bland packaged foods. You will see results even if you don't maintain an exercise regimen.

“I can recall two times in my life, in my twenties and again in my thirties, that I was very committed to losing weight so I followed all the typical advice to ‘eat less and exercise more’ but it just didn't work for me. So, being a nutritionist, I designed a weight-loss system that has helped me and my clients shed pounds fast. The results in just a few short weeks are remarkable,” according to JJ Smith.

The nutritionist-designed program provides easy-to-follow guidelines for eating “clean and balanced” foods that not only help you lose weight, but cause you to look and feel younger and healthier than you have in years. The program features methods to detoxify the body, balance your hormones, and speed up your metabolism. You'll learn which foods help you stay slim and which foods cause you to get fat. On this program, you can achieve your most beautiful self and your ideal weight while still eating abundantly.

JJ says, “I realized there were a lot of hard-working women like me who didn't always have time to diet or exercise, but still wanted to lose weight and stay slim; And now, this program is designed just for them.”

### **In the book, you'll learn to:**

- Detoxify the body for fast weight loss
- Drop pounds and inches fast, without grueling workouts or starvation
- Lose up to 15 pounds in the first three weeks
- Shed unwanted fat by eating foods you love, including carbs
- Get rid of stubborn belly fat
- Trigger your 6 fat-burning hormones to lose weight effortlessly
- Eat foods that give you glowing, radiant skin
- Eat so you feel energetic and alive every day
- Get physically active without exercising.

JJ Smith's revolutionary system teaches proven methods for permanent weight loss that anyone can follow, no matter her size, income level, or educational level. And the end result is a healthy, sexy, slim body.

### **About The Author:**

JJ Smith is a nutritionist and certified weight-management specialist who has been featured on The Montel Williams Show and The Jamie Foxx Show and on the NBC, FOX, CBS and CW Network television stations, as well as in the pages of Glamour, Essence, and Ladies Home Journal. Since reclaiming her health, losing weight, and discovering a "second youth" in her forties, bestselling author JJ Smith has become the voice of inspiration to women who want to lose weight, be healthy, and get their sexy back! To learn more, check out [www.JJSmithOnline.com](http://www.JJSmithOnline.com).

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### ***Lose Weight Without Dieting or Working Out!***

**By:** JJ Smith

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# *Lose Weight Without Dieting or Working Out!* **Is Based Upon the Revolutionary DEM System™!**

## *What is the Detox-Eat-Move (DEM) System™?*

**The DEM System™ is NOT a diet, but a lifestyle!** The DEM System™ is a three-phase system that allows you to get rid of stubborn body fat and reverse some of your health issues and ailments, restoring your body to optimal health.

- *D Is for DETOX.* Get rid of toxins in the body for fast weight loss by avoiding the “Big 6 Foods” for three weeks and using other detoxification methods that eliminate toxic waste from your body.
- *E is for EAT.* You will learn the method of eating “clean and balanced” foods to help you achieve your ideal weight.
- *M is for MOVE.* Get moving without going to the gym or “working out” by incorporating easy ways to get physically active each day.

## *What Will I Experience on the DEM System™?*

- You will experience **weight loss** and flush away stubborn body fat quickly
- You will remove years from your face allowing you to experience a "**second youth**"
- You will see a **decrease in feelings of indigestion, bloating, and fatigue**
- You will learn easy ways to get moving and **speed up your metabolism** without going to a gym
- You will get rid of unhealthy cravings and eat foods that make you **feel alive and energetic**
- You will feel more **balanced, healthy and happy!**

## *What You Won't Get on the DEM System™?*

- *Calorie counting.* There will be no calorie counting or measuring grams of food
- *Exercise regimen.* You will lose weight even if you don't maintain an exercise regimen

- *Bland, boring foods.* You also don't have to worry about eating bland, packaged foods
- *Going hungry.* You shouldn't experience severe hunger during this program
- *Slow results.* You can expect rapid weight loss on the DEM System™.

### *Why the DEM System™ Works for Permanent Weight Loss?*

The DEM System™ addresses the **hidden causes** of weight gain, which are:

- Toxic overload
- Hormonal imbalances
- Sluggish metabolism
- Unhealthy eating habits.

The DEM System™ is a breakthrough permanent weight-loss solution that melts fat from your body, especially from stubborn areas like the hips, thighs, and belly, through detoxifying and cleansing the body and feeding it healthy, nutrient-rich foods that keep it slim.

The DEM System™ achieves far more than what traditional dieting accomplishes. By following the DEM System™, you can learn what many people don't know and what celebrities pay thousands of dollars to famous doctors to learn.

You should look forward to an exciting journey. The DEM System™ is not a temporary solution to weight loss. Expect your life to change for the better because you will **lose weight, have more energy, and feel younger than you have in years!**

## *Here's What Others Are Saying About...* **Lose Weight Without Dieting or Working Out!**

### **THIS BOOK IS PROFOUND!!**

**"This book is PROFOUND! I read the book in one day and it's over 300 pages.** I felt like everything I didn't know about weight loss was explained in a manner that made perfect sense to me – I now know WHY I could never lose weight permanently. The messages about why diets fail you, why exercise won't make you thin, and then the biggie was understanding how hormonal imbalances cause weight gain. **I started on the DEM System and in the first week, I lost 5 pounds but I really feel healthier.** I take this book with me everywhere I go and reference it throughout the day. Now that I have this book, nothing will stop me in my weight loss journey!!!! "

**Kara Liston, Virginia**

### **THIS BOOK IS BLOWING MY MIND!!**

**"This book is blowing my mind!!** You are talking directly to me it's so crazy..and you are teaching this thing like I've never heard it before! And OMG I'm a pepsi junky (I know)....I've always known it's bad for you of course.... But WOW I don't want to pick up another can after reading the chapter, Why a Sugar Addiction Is Worse Than a Drug Addiction...Heavy, Heavy Stuff. But it all makes perfect sense to me!!!! I wish you could see me right now, I'm highlighting like a mad woman on a mission... **I cannot put this book down! So informative and thought provoking.** When I say you are a blessing to me... You have no idea!

**J. Ivy, Illinois**

### **This book is the ANSWER to Weight Loss and Great Health!**

"I really enjoyed reading this book! The information in it is SO complete. **It is quite an impressive book.** I am 43 years old and this book was just what I needed. I am pre-menopausal and could not lose weight even though I am working out 3 times/week. As I read the book, I realized I had several of the issues you discussed in your book, I am pre-menopausal, insulin-resistant, and suffer from estrogen dominance; And reading your book, I realized that all of these reasons were why I could not lose weight. **I started on your DEM system and started to lose weight in the first week. WHOA! I am finally on the right path.** I was getting so depressed at not being able to lose weight no matter how hard I tried. I wanted to share this review because **women who are like me with similar weight loss challenges can finally begin to lose weight with the wisdom in this book.** JJ Smith has made this book easy to follow by outlining the **DEM (detox, eat, move)** system in one comprehensive book. JJ also motivates you and makes you feel really good along your weight loss journey. Thank you for sharing your knowledge!"

**Lisa Randle., Boston, MA**

### **Even As a Personal Trainer, I Recommend This Book to All My Clients!**

As a personal fitness trainer, I wanted to not like this book because of the title. But the truth is the book is the real deal. The book discourages "diets" and instead offers some great tips for simply eating healthy and smart. I ABSOLUTELY love that!

The book teaches a DEM System (Detox, Eat, Move) and it is right on point especially since the "move" part includes ways to get physically active, which includes exercise. It's just that the book says you don't have to maintain an exercise regimen to get results, but it still encourages everyone to get more physically active. If the book had discouraged exercising, I would have strongly disliked it. It's actually the most comprehensive book on weight loss I have ever read. **There is not a single question that you might have about weight loss that she does not answer.** I've begun using the DEM System with my clients also. **Mainly because the tips throughout the book will DEFINITELY help you get slimmer AND healthier at the same time.** I am a HUGE fan of JJ Smith and this book!!!!

**Laura Galinsky**

### **The DEM System is Clear, Concise and Makes Perfect Sense!**

JJ's system of Detox, Eat and Move (DEM) is easy to follow with clear instructions. She admits the first 3 week Detox phase is the hardest as you work to detoxify and cleanse the body through avoiding certain foods, and doing other detox methods such as digestive cleansers and green drinks. In this phase you flush out toxins that cause weight gain and re-train your taste buds so you can establish healthier eating habits.

As a woman, my favorite section was all the information geared just for the ladies on how to avoid menopausal weight gain, as well as tips to get rid of cellulite and belly fat and other issues that women struggle with.

What I loved most about this book is that I've read bits and pieces about eating healthy, detoxifying and weight loss, in general, but never have I read it ALL consolidated in one place. JJ lays it all out for you in an easy to follow DEM System. I wish I had a binder or notebook so I could take all the shopping lists to the grocery store. There are so many foods and supplements that she recommends and I need to carry this book with me as I go shopping. The book is jam-packed with great suggestions WITHOUT crazy fad diets, calorie counting (which JJ says is useless), boxed foods, extreme workouts... just great solid info!

**Carolyn Taylor**

### **I Lost Weight and Still Get to Eat!**

I bought this book and have lost 4lbs in the first week. The DEM is giving me GREAT results and I feel good with lots of energy. the book is great, easy and I still get to eat....but eat healthy, which is making me feel better. My body feels like a new person in just 2wks. JJ is amazing I thank her for writing this book.

### I AM A FAN OF JJ SMITH!

“Here's the thing, I loved the book not just for the weight loss stuff, but the details on how to improve my health and energy are a huge bonus! Little things like the importance of drinking water, but not just any water...alkaline water and coconut water. I hadn't heard about either before reading this book. I've even transitioned from 3 diet sodas a day to green tea because it's healthier and a natural fat burner. I guess what I'm trying to say is it's the details of the book that's allowing me to change my eating habits and get healthier and slimmer. **Just in phase 1 of the DEM system, I've lost 4 pounds in one week**, and even though it might be water weight, I look **less puffy and bloated and my friends say my face looks slimmer**. It's just a really, really great book!”

Karen Ryon, Maryland

### THANKS FOR WRITING THIS BOOK!

“**This book has truly inspired me to take my healthy living lifestyle to a new level.** I admit, however, that I was initially skeptical about what I would read -- expecting that I would get the same knowledge that I have found on my own. I was truly surprised when I was presented with information that I had not read before and probably wouldn't find compiled in one source. I found it really easy to read and so informative that I could not put it down. **What I took from this book is that if I regularly detoxed along with eating more natural foods, I could get to and maintain my desired weight and health for the rest of my life.** And even better, I could do this without killing myself doing ridiculous amounts of exercise that don't always melt the fat/pounds off like I would prefer. **I'm looking forward to getting my body detoxed and cleansed, and getting to a "slimmer, sexier, and healthier" me before my 43rd birthday!**”

Linda C., Maryland

### AMAZING PERSON, AMAZING BOOK

“The reason why I could not wait to get this book is because it resonated with me. I went to JJ's website and read up on her and the book. I downloaded the first five chapter's sample and I immediately knew that this plan was exactly what I was looking for. I recently went to the doctor because I had stopped ovulating and I found out that my hormone levels where completely out of whack. **I love her approach of detoxing, eating and moving (DEM) and I know that this could be the answer to my medical and weight loss problems.** It also helps that she lives what she preaches and she stands behind her plan. So many authors are not in shape themselves and do not follow the plan they promote. JJ is the exact opposite. **I firmly believe in JJ and her message.**”

Angela H., North Carolina

### THIS BOOK IS NOT JUST FOR WOMEN, IT'S FOR EVERYONE!

“If ya'll are serious about your health, about REALLY FEELING BETTER, check out JJ Smith's new book, Lose Weight Without Dieting or Working Out! It's The Real Deal. I would know. **Her advice helped me drop my cholesterol 73 points in six weeks WITHOUT medication.** Trust me. She's IT!!!”

Steve Smith, New Jersey

## About JJ Smith



JJ Smith is a nutritionist and certified weight-management specialist, passionate relationship/life coach, and inspirational speaker. She has been featured on *The Steve Harvey Morning Show*, *The Montel Williams Show*, *The Jamie Foxx Show*, and *The Michael Baisden Show*. JJ has made appearances on the *NBC*, *FOX*, *CBS*, *CNBC* and *CW Network* television stations, as well as in the pages of *Glamour*, *Essence*, *Heart and Soul*, and *Ladies Home Journal*. Since reclaiming her health, losing weight, and discovering a “second youth” in her forties, bestselling author JJ Smith has become the voice of inspiration to women who want to lose weight, be healthy, and get their sexy back! JJ Smith provides lifestyle solutions for losing weight, getting healthy, looking younger and improving your love life! To learn more, check out [www.jjsmithonline.com](http://www.jjsmithonline.com).

JJ has dedicated her life to the field of healthy eating and living. JJ’s passion is to educate others and share with them the natural remedies to stay slim, restore health, and look and feel younger. JJ has studied many philosophies of natural healing and learned from some of the great teachers of our time. After studying and applying knowledge about how to heal the body and lose weight, JJ went on to receive several certifications—one as a certified nutritionist and another as a certified weight-management expert. JJ received her *certification as Nutritionist* from the International Institute of Holistic Healing. JJ received her *certification as a Weight-Management Specialist* from the National Exercise and Sports Trainers Association (NESTA). She is also a member of the American Nutrition Association (ANA).

JJ’s current book, *Lose Weight: Without Dieting or Working Out!*, is a revolutionary system that teaches proven methods for permanent weight loss that anyone can follow, no matter their size, income level, or educational level. And the end result is a healthy, sexy, slim body. JJ is also the author of the bestseller, *Why I Love Men: The Joys of Dating*. It contains compelling and funny stories she cultivated over the past 15 years of relationships that included three marriage proposals. *Why I Love Men* is ultimately a tribute to men and how they shaped her life and helped her grow and develop as a woman.

JJ holds a B.A. in Mathematics from Hampton University in Virginia. She continued her education by completing The Wharton Business School Executive Management Certificate program. She currently serves as Vice President and Partner in an IT Consulting firm, Intact Technology, Inc. in Greenbelt, Maryland. JJ was also the youngest African-American to receive a Vice President position at a Fortune 500 company. Her hobbies include reading, writing and deejaying.

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## **Suggested Interview Questions for *Lose Weight Without Dieting or Working Out!***

1. What inspired you to write *Lose Weight Without Dieting or Working Out*?
2. Have you struggled with your weight in the past?
3. So, how is it possible to really lose weight without dieting or working out? Isn't "eating less and exercising more" the best way to lose weight?
4. Your book is based upon the Detox-Eat-Move (DEM) System? What is the DEM System™?
5. Since you're in your 40s, what unique struggles do women have trying to lose weight as they get older?
6. What advice can you give to someone who is struggling to lose weight?
7. What do you hope people will gain from reading *Lose Weight Without Dieting or Working Out*?

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# Interview Topics and Suggested Interview Questions For JJ Smith

## 1. Why Popular Diets Fail You

- a. Why do the majority of people who go on a diet gain the weight right back?
- b. Which popular diets are not effective for permanent weight loss and why?
- c. Why is calorie counting ineffective for weight loss?
- d. What is more effective than traditional dieting when it comes to losing weight permanently?

## 2. Why Exercise Won't Make You Thin

- a. Why do you say exercise won't make you thin?
- b. What research supports this theory?
- c. Why is physical activity more important than "exercise"?
- d. If not exercise, than what do you recommend to get physically active?

## 3. How To Stop Weight Gain if You're Over 35 Years Old

- a. Why do we gain 15-20 pounds between the ages of 35 and 55 years old?
- b. Does hormonal imbalance play a role in weight gain for women, particularly during menopause?
- c. What can we do stop weight gain once we turn 35 years old?

## 4. Why Black Women Gain More Weight Than Other Women

- a. What are the statistics for overweight or obese black women?
- b. What are the reasons (e.g., biological) that black women gain more weight than other women?
- c. What can black women do to address their unique weight issues and lose weight?

## Interview Topics and Suggested Interview Questions for JJ Smith

### 5. Five Ways to “Get Moving” Without Going to the Gym

- a. What does it mean to “get moving”; isn’t that just exercising?
- b. Can you really get in shape without going to the gym or working out? If so, how?
- c. What are the 5 best methods to get moving each day?

### 6. How to Detoxify the Body for Fast Weight Loss

- a. What does it mean to detoxify the body?
- b. Doesn’t the body naturally detoxify itself everyday?
- c. What are the five best methods to detoxify the body for weight loss?

### 7. Why a Sugar Addiction is Worse Than a Drug Addiction

- a. Can you really be addicted to sugar and how is this worse than a drug addiction?
- b. Besides making you fat, how is sugar bad for your health?
- c. How do you break the sugar habit?

### 8. The Top 5 Foods To Make You Look 10 Years Younger

- a. What foods help you fight aging, fine lines and wrinkles?
- b. Can your diet really affect the quality of your skin or slow the aging process?
- c. What are the top 5 foods that will help you turn back the hands of time?

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## For Immediate Release

Review and promotion copies and high resolution photography available upon request.

JJ Smith is available for live or taped in-studio interviews by arrangement please.

Show proposal - Five to ten minute features can focus on weight loss tips for people of any age and can include live people with on the spot problem solving consultations and Q & A's. Phones will light up if you ask people in your audience to call in to have their questions answered by JJ.

The tips contained below may be used in whole or part with a reference to [www.jjsmithonline.com](http://www.jjsmithonline.com) Special feature story, guest blog post inquiries and email or phone interview questions welcomed.

Contact: JJ Smith, 202-230-7195 [info@jjsmithonline.com](mailto:info@jjsmithonline.com) Email or simply hit reply to this email message.

## Eat and drink diet foods or not? Yes or no? That is the question!

These days it's hard to figure out what's safe to eat or drink diet foods without counting calories, starving yourself, giving up your favorite foods, or eating bland packaged foods.

In her new book ***Lose Weight Without Dieting or Working Out***, Nutritionist and certified weight loss expert **JJ Smith** says you have to be really careful when shopping at the grocery store.

Why? *Diet foods can make you fat.*

"Many products," she says, "are allowed to use the word 'diet', because they have some reduced amount of sugar or fat. But unless you look really carefully at all the ingredients, you won't be able to identify all the hidden ones that can contribute to weight gain."

She's come up with a quick list of the reasons why anyone who is trying to slim down needs to avoid certain diet foods:

### Sugar-free baked goods

Read the labels carefully! They can have the same or even more fat than the original recipes! You may also be fooled into eating so many because they were labeled as "diet" that you exceed your daily goals without even realizing it. Try graham crackers instead. They have less sugar than other cookies and very little fat, about 2 grams per serving.

### Fat-free dressings

Most fat-free dressings are really higher in sugar, which basically just defeats the whole purpose of eating a fat free food. Read the label carefully. Select a reduced fat dressing that contains olive or canola oil that has 2 to 4 grams of fat per serving.

### Diet Sodas

Contain artificial sweeteners that can cause health problems and have no nutritional value. When the body finds nothing recognizable as nutrition, it continues to crave something nutritional, which increases cravings and appetite. They can create food cravings for sweets. Drink water or green tea instead of diet soda.

### Fruit Snacks

Don't be fooled by packaging claims that say it is 'made with real fruit or fruit juices'! They are packed with added sugars and artificial ingredients that have little or no nutritional value. Read the label and see the grams of sugars and the amount of carbohydrates and fat. Eat real fruit instead, which is rich in fiber, phytonutrients, and cancer fighting anti-oxidants!

### High-protein Diet Bars (Power Bars) and Shakes

When the body receives a protein or power bar, it tries to break down the sugar and chemicals in it, but when they cannot be fully digested by the body, the excess ends up being stored in the body as fat. This excess can actually produce a weight gain instead of a weight loss. It's better to eat a vegetable like avocado, which is healthier and high in protein.

### Artificial Sweeteners

Those little yellow, pink and blue packages – the 'sugar substitutes' may have zero calories, but don't be fooled. They increase appetite by sending false signals to the brain that sweet food is on the way, and when it never arrives, the brain never gives the signal that you are satisfied causing cravings for sweets. There's research that shows that aspartame in particular, stimulates the release of insulin, which tells the body to store fat! Bottom line – they actually contribute to weight gain. Try Stevia instead, it's a great natural alternative to sugar and is virtually calorie free.

"The best alternative," JJ says, "is to limit or avoid these foods! Drink more water and eat more fresh fruits and vegetables. You'll feel better, lose more weight, and enjoy what you eat more too."