

**For Immediate Release
McCall**

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**Weight-Loss Surgery is Only the First Step:
Award-winning Physician's Breakthrough Guide to Life-Changing Weight
Loss**

Next year more than 200,000 Americans are expected to undergo a surgical weight loss procedure. Diet – exercise – innumerable weight loss programs: Most of these patients have tried everything in their battle to attain a normal weight before deciding to permanently alter their bodies through weight-loss (bariatric) surgery. Dr. Kent Sasse, an obesity expert and renowned bariatric surgeon, wants them to succeed – but he says that surgery alone is not the path to success.

Sasse speaks directly to the post-surgical weight loss patient in his new E-book, ***After Weight Loss Surgery: Losing weight, avoiding rebound weight gain, overcoming plateaus, and maintaining a healthy weight for a lifetime*** (360 Publishing, June 2009). "To succeed in creating a new you, you need the right tools. The surgery itself is one powerful tool, but there are many more you need in your tool chest to succeed," Sasse says. ***After Weight Loss Surgery*** provides a step-by-step blueprint for lifetime success in attaining and maintaining a healthy weight.

After Weight Loss Surgery helps the patient understand and access those tools. Along with essential information about critical issues such as individual weight loss; the value of support groups and educational materials; "head hunger" and real hunger; and how to jump-start weight loss after hitting a plateau, Sasse also lists the major roadblocks to success after weight loss surgery – and discusses ways to overcome them:

- 1 **Realizing** that surgery alone can't fix the problem
- 2 **Paying attention** to information that's critical to success
- 3 **Forming** healthy new habits
- 4 **Making** good food choices
- 5 **Incorporating** exercise
- 6 **Building** self-esteem
- 7 **Understanding** that others may expect things to remain the same
- 8 **Recognizing** when you need help to reach your goal, and asking for it

Even those who attain significant weight loss can experience rebound weight gain, which occurs when a patient lets positive new habits slip. ***After Weight Loss Surgery*** discusses this common aspect of post-surgical weight loss, offering support and practical help to get back on track.

After Weight Loss Surgery provides a thorough, practical and reassuring guide to revision surgery, which is sometimes recommended when a patient does everything right and still doesn't lose enough weight – or the weight begins to creep back in spite of making the necessary changes. “Yes, there is a solution,” says Sasse. “No, you're not doomed.”

After Weight Loss Surgery also contains helpful appendices that include a six-week post-surgery eating plan; an explanation of the unique nutritional and vitamin needs of the post-weight loss surgery patient; and a glossary of technical terms.

This empathetic, information-packed E-book is a must-have for the post surgical weight loss patient – or the pre-surgical one who wants to get a jump on success. Written in clear, positive and easy to understand language by one of the field's leading authorities, it can help the post-weight loss surgery patient succeed in reaching and maintaining a normal weight and living a longer, healthier and more satisfying life.

Kent Sasse, MD, MPH, FACS, is an award-winning, nationally renowned authority on weight loss and one of the country's leading physicians in the rapidly growing field of bariatric surgery. He is the author of three books on weight loss and bariatric surgery and numerous scholarly and consumer-oriented articles. Dr. Sasse is founder and medical director of both the iMetabolic International Metabolic Institute and Western Bariatric Institute, a nationally recognizes ASBS Center of Excellence.

AFTER WEIGHT-LOSS SURGERY:

Losing Weight, Avoiding Rebound Weight Gain, Overcoming Plateaus, and Maintaining a Healthy Weight for a Lifetime

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