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## SUMMERTIME MOTIVATES WEIGHT LOSS FOR MANY BODYKEY by NUTRILITE Brand Ambassador Jason Roberts Shares his Personal Weight Loss Journey

ADA, Mich. (June 17, 2013) – Summer is a time when fad diets become the rage, with thousands of people trying to reclaim their summer bodies. Some try with small portion, frozen meals that are laden with preservatives and packed in foil. Others buy the latest, craziest fitness contraptions on the market. Celebrity chef and **BODYKEY by NUTRILITE™** ambassador [Jason Roberts](#) shares in his own words his perspective on weight loss and what motivated him to shed the pounds.

### JASON ROBERTS WEIGHT LOSS JOURNEY

Here's the thing, I'm not a fan of the word diet. I prefer the term ***lifestyle change***, especially since weight loss, *permanent* weight loss, is not about a diet; it's about a mindset, behavior and lifestyle change. Good nutrition, exercise and a positive attitude will ultimately lead to a healthy mind and body. I'm sharing my own weight loss story in hopes that it will serve as motivation.

My personal weight loss journey started with the devastation of Hurricane Sandy in 2012. I live in New Jersey and we got hit pretty hard. Many people lost homes and loved ones. Fortunately, most of us were only without the modern conveniences of lights, water, power or a way to get around. Even though many stocked up on food, there was no power to cook.

For a few weeks, I was in survival mode. Not being able to cook at home, I sought out food that was readily available and convenient - pasta, pizza and sweets. Unfortunately, at the same time, I got the winter blues. I was stuck in the New Jersey winter, while friends and family at home in Sydney were in the midst of an Aussie summer...swimming, surfing and having a great time. So, I turned to food for comfort, but not the right kind of food. I made poor choices, especially since I have an allergy to gluten. I opted for food full of starch and empty calories. It tasted good, but actually made me feel worse.

As a chef, I know better than most what happens to your body when you put over processed white flour, white sugar, white rice and any other white foods into your system. I was tired and unfocused. I gained weight and my skin turned blotchy. (I later realized how gluten intolerant I really was.) It made me self-conscious and unhappy. The last straw occurred while doing a live show in the Midwest. The big screen captured some heavy looking shots of me, and I lacked the energy that I normally exuded onstage. It was at that point I decided I needed to make a change; a serious change!

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Page 2 of 2

Weight loss is a personal journey, which is one of the reasons it's imperative to realize as individuals we all have different needs. When you commit to losing weight or changing your body's composition, the rest will come more easily. It's this initial attitude change that is important.

Some, like me, can be self-motivated. Others need training partners, personal trainers, or the support of family and friends. The key to success begins with the decision to make a lifestyle change.

My decision to get healthy has led to significant changes in my life. With the help of BODYKEY by NUTRILITE, I've been able to make healthy choices, lose weight and get fit by using a system that fits into my lifestyle. It offers me meal replacement shakes, appetite control chews for when I have the urge to indulge, aloe shots for digestive health and a great community website that helps monitor my success. It holds me accountable.

But in telling you this, it's important to note there is no quick, easy way to weight loss. It has to be done gradually and sensibly; starving yourself is not the way to go. Rather, try eating more frequently throughout the day, learning portion control and choosing colorful healthy snacks that aren't loaded with preservatives and additives. Once you start this journey, you'll begin to notice changes to your physique and attitude. These victories will leave you wanting more.

To learn more about BODYKEY by NUTRILITE, visit [amway.com/bodykey](http://amway.com/bodykey). Together, we can achieve weight loss for life.

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#### **About Jason Roberts**

BODYKEY by NUTRILITE brand ambassador Jason Roberts is a celebrity chef, who currently serves as a correspondent for ABC's "The Chew." He is a regular on various talk shows and makes appearances for events, such as The Fabulous Food Show.

The New Zealand native has published two cookbooks, "Elements" and "Graze: Lots of Little Meals Fast," and filmed an award-winning cooking show, "Jason Roberts Taste," in the U.S.

#### **About Nutrilite**

**NUTRILITE®**, exclusively from [Amway](http://Amway), is the world's No. 1 selling vitamins and dietary supplements brand.\* With more than 75 years of history, science and innovation, it's the only global vitamin and mineral brand to grow, harvest, and process plants on its own certified organic farms\* in Washington, Mexico, and Brazil.