

NEWS RELEASE

FOR IMMEDIATE RELEASE

12 June 2008

**Nutrition + Motivation = The Ultimate Combination for Weight Loss at The Westover, Notting Hill**



Determined to coach individuals into a smaller size, The Westover Clinic is launching a bespoke weight loss programme that is not just about dieting but about the motivation and support that keeps the weight off. Akin to having a nutritionist in one pocket and a life coach in the other, this unique course provides nutritional support and all the motivational coaching for as many weeks as is needed. It's individual, practical and it truly works!

Most dieters, kick start their weight loss programme by reading a book or seeing a specialist. After that, they're on their own and it's all too easy to give up after a 'bad day' and let their diet fall by the wayside. The unique collaboration between the thrive nutrition team at The Westover, who pull together different areas of expertise in all aspects of food and Anna Percy Davis, the life coach, who is a true expert on all things motivational, has led to the development of a very practical approach to weight loss. It is not based on faddy diets but on solid nutritional advice and gives men and women the motivational and emotional support they need to lose the weight and to keep it off for good. Anna is 'on call' 24/7 with motivational texts and phone calls to keep the momentum alive.

An example of how this programme works can be seen in Francesca, a 32-year-old advertising executive, who put on weight when she was at college and has failed to lose it since. She laughs when she describes all the diets she's tried and failed over the years. After initial success, the demands of her busy career and social life always get the better of her and the pounds creep back on, and then some. When she arrived at The Westover, Francesca was getting increasingly frustrated and low about her constant weight battle, and dreaded being put on yet another diet.

After her first nutritional session, she was armed with practical guidelines that fitted completely into her lifestyle. Furthermore her session with the life coach helped her find the motivation and confidence to meet her new goals. Over the next few weeks, using follow-ups with both the nutritionists and life coach, she weathered the inevitable bad days and got herself back on track. Six months down the line, Francesca has reached her target weight and managed to stay there.

"The nutritionist really listened and understood my lifestyle and what I like to eat. Making the changes was practical and enjoyable, using their menu suggestions and shopping lists; it couldn't have been easier. At the times when I slipped, the life coach was on hand to support and guide me back on track. I've come out of this feeling better about both my body and me."

The Westover offers its members maximum convenience with opening hours of 7:30am to 8:00pm as well as 24/7 on-call access and a range of other services. The clinics will be equipped with the latest medical, surgical and dental facilities and provide a uniquely comprehensive and integrated set of medical and health services for individuals and families in Notting Hill.

This programme is available at:

**The Westover - Notting Hill**  
**304 Westbourne Grove, London W11**  
**[www.thewestover.com](http://www.thewestover.com)**

**The Westover – Brompton Cross**  
**13 Crescent Place, London SW3**  
**[www.thewestover.com](http://www.thewestover.com)**

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#### Note to editor

Westover Medical will be opening a further 12 clinics over the next three years to bring the Westover group to 15 clinics providing both medical services and complementary therapies in an integrated and holistic setting.

Dr Amber Kennard opened the Brompton Cross Clinic in December 2006 and subsequently acquired Westover House Clinic in August 2007 with the aim of pioneering a chain of customer-centred, integrated clinics, which are guided by the principle that 'prevention is better than cure'. Two further clinics are opening in Notting Hill in May 2008 and Chelsea in September 2008.

The holding company for The Westover is Westover Medical Limited, previously named Creswell Medical Limited.