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Fitness Guru Lee Labrada Reveals the Secrets of Permanent Fat Loss

Get lean! From one of America's leading fitness authorities comes a revolutionary program that will transform your body and teach you how to maintain results for the rest of your life

NEW YORK, NY – June, 2005 – At a time when confusion about diet and exercise is widespread, comes **THE LEAN BODY PROMISE (CollinsWellness, June 2005)**, the new revolutionary shape-up program from fitness authority Lee Labrada, who shows you how to burn away the fat, and release the leaner stronger body inside you.

THE LEAN BODY PROMISE is the ultimate body-fat burning solution that yields startling and dramatic results in just 30 minutes per day, in as little as 12 weeks. Lee's program utilizes short resistance and cardio workouts, coupled with a metabolism-boosting, five-meal-a-day eating program. No matter what shape you're in, no matter how many diet and fitness programs you've tried without success, **THE LEAN BODY PROMISE** will work for you, helping you achieve the promise of a leaner, stronger, healthier body.

"My program is based on the principle I call *Banex*, which is balanced nutrition and exercise," Labrada says. "Most people fail for two reasons; either they start out with the wrong information or they can't sustain the motivation necessary to stay on their program. In **THE LEAN BODY PROMISE**, I'll give you the right information and teach you how to sustain motivation so you can get into shape, and stay in shape for the rest of your life."

(more)

Lee Labrada's promise is that "there is a strong, lean body inside of you, and you have the power to release it." His program is based on his 25 years as a professional athlete, sports nutrition and fitness authority and trainer to thousands, including the entire city of Houston.

Follow his simple program and user-friendly guidelines, and your body will switch into "fat burning mode," feeding lean muscle tissue and building metabolism, while simultaneously starving the areas where fat is stored.

THE LEAN BODY PROMISE contains real life success stories of others who have found their lean body; a nutrition plan with simple and effective strategies and recipes; motivation-building measurement tools that are key to sustaining the program; step-by-step exercise instructions and photos; and a friendly, accessible writing style peppered with informative sidebars and boxed sections.

NOW AVAILABLE WHEREVER BOOKS ARE SOLD.

To schedule an interview with Lee Labrada or for more information about The Lean Body Promise, please contact Teresa Brady at 212.207.7170 or teresa.brady@harpercollins.com.

About the author:

Lee Labrada, author of *The Lean Body Promise*, has appeared on the covers of more than 100 magazines worldwide and has appeared as a fitness and nutrition expert on ABC's Extreme Makeover, CNBC, FOX, NBC, ABC, CBS, CNN, WGN, and ESPN television. He is president and CEO of Labrada Nutrition, an Inc 500 company. Lee was the mayorally appointed Fitness Czar of Houston, Texas, credited with helping the city shed its "Fattest City" title in 2004. Lee holds 22 professional bodybuilding titles, including Mr. Universe and is an IFBB Pro Bodybuilding Hall of Fame inductee.

THE LEAN BODY PROMISE
Burn Away Fat and Release the Leaner, Stronger Body Inside You
By Lee Labrada
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