

The Lean Body Promise

Fact Sheet

BACKGROUND:

Lee Labrada is prepared to make you a promise:

That there is a strong, lean body inside of you, and you have the power to release it.

In **THE LEAN BODY PROMISE: *Burn Away Fat and Release the Leaner, Stronger Body Inside You*** (HarperResource; June 2005), fitness and nutrition expert Lee Labrada introduces the ultimate body-fat burning solution that will yield startling and dramatic results in just 30 minutes per day, in as few as 12 weeks.

Lee's program utilizes short resistance and cardio workouts, coupled with a metabolism-boosting five meal-a-day eating program, based on his 25 years as a sports nutrition and fitness authority, professional athlete and trainer to thousands. Follow his user-friendly guidelines and your body will switch into "fat-burning mode," feeding lean muscle tissue while simultaneously starving areas where fat is stored.

FROM LEE:

"Most people fail for two reasons," Labrada says. "Either they start out with the wrong information or they can't sustain motivation. With *The Lean Body Promise*, I'll give you the lean body success equation that will guarantee your physical transformation. I'll equip you with the right information and teach you how to sustain motivation."

BENEFITS:

Lee Labrada will help you learn:

- **How to maximize fat loss.** The best way to burn unwanted body fat is to combine a sound resistance program with cardiovascular exercise. You'll learn how to switch your body from "fat storing" mode to "fat burning mode."
- **How to eat the right amounts at the right times.** Don't be afraid to snack, just choose your snacks carefully. The Lean Body program gives you a five-meal-a-day diet that will help you get thinner while eating the same delicious foods you're accustomed to and that you crave. *How much* you eat, *when* you eat, as well as *what* you eat determine success or failure.
- **To track your progress easily and accurately without a mirror or scale.** Tracking your progress is key to sustaining motivation, and *The Lean Body* program shows you how to accurately measure your accomplishments with tools that are both effective and empowering.
- **What others have done in only 12 weeks.** Literally thousands have benefited from *The Lean Body* program. You will meet some of them in *The Lean Body Promise* and discover what they did and how it changed their lives. If they did it, so can you!

PRICING:

The Lean Body Promise suggested retail price is \$24.95. Scroll down to view and link to your favorite book retailer Web sites. Buy it today!

AVAILABILITY:

The Lean Body Promise is available wherever books are sold! For more information, go to www.leanbodypromise.com.

About the Author

Lee Labrada 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, which became one of the fastest growing privately-held companies in the U.S. in only six years

and offers a line of award-winning nutrition and supplement products. Lee holds 22 professional bodybuilding titles, including Mr. Universe and is an IFBB Pro Bodybuilding Hall of Fame inductee.

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