

Braintree author wins prestigious national award

The Mindset Diet:

Escape the Trap of Yo-Yo Dieting and go from disillusioned dieter to empowered eater



The Mindset Diet (published by Rethink Press) won the Health and Wellbeing Book award at the prestigious Janey Loves 2024 Platinum Awards on Wednesday 18th February. The awards are judged by a respected panel, including Jo Wood, Glynis Barber and Carrie Grant. Janey Lee Grace created the awards over 10 years ago to celebrate excellence and innovation in wellbeing products and services that are natural, holistic and organic and eco. Key social influencer, radio presenter and bestselling author, she has been described as ‘the godmother’ of the organic and natural health world. The winners were announced by Janey via Livestream at an exclusive event at Hello Love Studio in Bloomsbury, London, a home for positive social change.



Author Caroline Tyrwhitt says, “I am so excited to be recognised by such a respected brand that shares my values. I feel very honoured that my message is being amplified by the Janey Loves Platinum Awards.

The purpose of my book is to empower women to change their relationship with food, to understand it’s not their fault that dieting doesn’t work and show them another way. I show my readers who have come to this place of not trusting their own judgement and give them an alternative way of thinking about weight loss so they can stop going on a diet.”

About The Book

The Mindset Diet is a book in which author Caroline Tyrwhitt challenges the myth that dieting works and helps women escape the ‘go-on-a-diet’ thinking paradigm. Launched in February 2024, the book was born of her own experience of yo-yo dieting and then discovering an holistic and empowering way to lose weight and keep it off. *The Mindset Diet* includes practical guidance, self-coaching activities and highly relatable stories from Caroline’s own journey and from clients, which make it an easy, engaging and enjoyable read.

Caroline is available to write first person pieces, guest blogs, articles and interviews on any of the following topics:

- Why dieting isn't the solution
- Dealing with triggered hunger
- How to rewrite your food story
- How the words we use impact our eating behaviours
- Why it's not about willpower
- The importance of community in achieving your goals

-ENDS-

Caroline's story

When she started to learn Neurolinguistic Programming (NLP) as a tool for helping students at the school she was teaching at, Caroline's life changed.

Her dieting story though started way younger when she learned to 'go on a diet' as a way to control her body weight. That was her normal that worked perfectly well until she hit her forties. As a tired teacher leader she had no motivation to go on a diet that would make her feel hungry and grumpy while teaching teenagers. She ended up going from a size 8 to a size 18.

It was when she started learning NLP that she discovered an easier way to lose weight — by changing her thinking. By building her self-awareness, she realised that when she went to make a coffee at the end of the each day, she would see the cake by the kettle and think 'that will make me feel better'. Using the NLP 'Swish' technique she changed that thinking to 'maybe later'. That change led to a weight loss of 15 pounds over 6 months. No deprivation,

As she learned other techniques and applied them and then started researching other mindset tools and researching other influences on weight, she made other changes losing 55 pounds over a few years. That was three years ago.

She now has a balanced relationship with food and never 'goes on a diet'.

For further information contact:

Caroline Tyrwhitt

Tel 07714 332987

Email: caroline@freetobenlp.co.uk

Caroline is a best-selling author, a PCI accredited health coach and an NLP trainer. She is involved with Finchingfield's Freshwell Surgery Lo-Carb community whose aim is to help people reverse their diabetes.

She is originally from Watford, lived in Toronto for 10 years and now lives near Braintree, Essex.

Press copies of the book available on request. Photos also available.