**“Dieting is making the nation fat – now it’s time to rethink how we lose weight” that’s the message coming from one fitness and nutrition expert**

Viral fitness sensation, Daniel Wheeler, who lost over eight stone in weight and went from ‘fat to fit’ are urging serial dieters to ditch their diets by Surrey-based fitness and nutrition sensation.

The 32-year-old, who lost over eight stone before turning his attention to changing the lives of others, is calling for a whole new approach to weight loss that doesn’t focus on food.

“Dieting has made the nation overweight and obese – and diets are solely responsible for this,” he said.

The fitness entrepreneur, who owns and runs The 80/20 Lifestyle Plan, says diets focus too much on food and not enough on the reasons why people over eat.

“Dieting does not teach us how to fix our mindset, which is the main reason why people turn to food to cope with stress. The main causes of obesity are related to our habits and behaviours, how we deal with our emotions and our hormone stability.” Daniel comments

With the UK being named the most obese country in Western Europe last year, (according to a report from the Organisation for Economic Co-operation and Development) Daniel is calling for the notion of dieting to be turned on its head.

He said: “Diets only focus on food when what we should be focusing on is how we respond emotionally to things, and how our habits and behaviours need to change when it comes to food.

“Slimming clubs and diet shakes will put you into a very extreme low calorie approach and they won’t address the reasons why we turn to food to cope.”

Daniel is calling for the UK to change its approach to losing weight. “Rather than trying to restrict our food intake, we need to start tackling how we cope with our emotions, our triggers and why they make us turn to food.”

He says the key to being healthy is a lifestyle change. “We have this restriction, binge, restriction, binge pattern that we need to be break as a society.”

According to Daniel, education is key to society making this change. He argues that a zero restrictive lifestyle approach in moderation in place of the traditional fad diets is the way forward.

“I want to put the focus on the education of food, the education of movement and exercise and the education of mindset. Then we can truly become happy and healthy, and fat loss is just a by-product of that,” he said.

Daniel uses a car breaking down analogy to illustrate his point, “The key to long-term, sustainable fat loss is simply educating the user to become the mechanic. When people breakdown, rather than go to a ‘diet garage’ each time they want to lose weight – we need to arm people with the tools they need to make real lifestyle change,” he added.

ENDS

**Notes to Editor**

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*80/20 is a lifestyle plan focusing on nutrition, movement and mindset.*

*Photos and testimonials available on request.*

*Interviews with Daniel can also be arranged.*

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