

# The World's Best Diet

## Verdens bedste kur

by Christian Bitz, Arne Astrup



Information from Diogenes, the world's largest scientific research project in diet and weight loss, which was headed by Arne Astrup, forms the basis of the dietary principles and recipes in the book. It will help the reader shed all those unwanted pounds and never put them on again.

The unique programme is based on the Nordic cuisine and begins with a detailed four-week meal plan, which guarantees a weight loss of 1-2 kilos a week. After the initial four weeks, you move on to phase two where you cook delicious meals based on the 80 healthy and delicious recipes in the book, designed to help you lose extra weight. Phase two is the lasting lifestyle change, which is essential to a successful and enduring weight loss.

*The World's Best Diet* is based on very simple principles with documented effect. So you don't have to worry about calories, extreme nutritional advice or strange foods. You just have to enjoy tasty food, which will make your entire family healthier and slimmer.

A book full of balanced facts, and with many juicy recipes this is a healthy weight loss-bible.

Nutritional-experts **Christian Bitz** and **Professor Arne Astrup** are two of Denmark's most experienced experts in the field of weight loss.

**Christian Bitz** (born 1977) has a Masters of Science in Human Nutrition (cand.scient.) and is a known figure in the media, including as house nutritionist on the programme 'Good Morning Denmark' at the TV2 television channel. He is Head of Research at Herlev Hospital, author of the bestsellers *Bitz Your Health* and *Bitz Your Kitchen*, and is a popular lecturer in Denmark with his messages of motivation and a realistic approach to health. Christian Bitz has won a number of prizes, amongst others as Innovator of the Year in 2011.

**Arne Astrup** (born 1955) is a trained doctor (dr.med.), professor, director of the Institute of Human Nutrition from 1990-2012, and from the 1st of August 2012 director of the new big 'Institute of Nutrition, Physical Activity and Sports' at Copenhagen University. Arne Astrup is the force behind the assembly of one of the world's leading obesity research groups. From 1992-2003 he was chairman of the Exercise and Nutrition Board (ernæringsrådet) under the Danish State, 2005-2009 president of the International Association for the Study of Obesity, 1999-2010 editor-in-chief of Obesity Reviews,

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#### PLEASE CONTACT

Rudi Urban Rasmussen

Literary Agent

rudi.u.rasmussen@jppol.dk

Tel. +45 20 89 31 88

and in 2011 co-editor of the American Journal of Clinical Nutrition. The 'Obesity Professor' is a keen participant in the public health debate in the media, as well as being a lecturer and author of several books on weight loss, food and health.

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# Reviews

- Politiken