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**The Society flir Nutritional Medicine and
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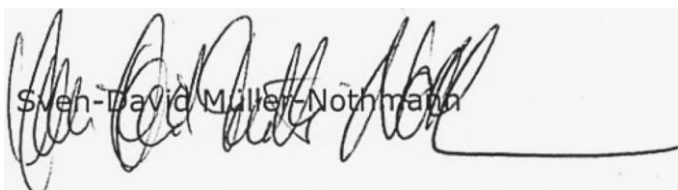
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Your Zelchen, your message from **Ihr/e Ansprechpartner/in** **Telefon**

Date
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Dear Sir or Madam,

Obesity is the scourge of the 21st century. 52 to 55 percent of women and 66 to 67 percent of men suffer from obesity (body mass index greater than 25). Although the dramatic consequences of obesity - type 2 diabetes mellitus, high blood pressure and cardiovascular disease - have long been a secret, the number of overweight people continues to rise. Years of nutritional education, increasing body and health awareness, countless new super-diets for weight reduction and scientifically proven, supervised weight loss programs - nothing helps, the statistics remain alarming. The majority of overweight people suffer not only from the physical consequences, but also psychological problems are often the consequence of the excessive pounds. Many overweight people try to lose weight again and again, but fail miserably. The reason: The therapeutic Mal3nahmen are often doomed to failure, since the incorrect Essverhalten and/or the behavior patterns are not changed lastingly. This is exactly the starting point of the Dagmar Herzog method, in which the latest findings of emotion research are applied. This method is based on a reprogramming of negative behavior patterns. Already in the earliest childhood we are programmed by emotions, so that with certain stimuli again and again the same behavior patterns run off. Thus a certain stimulus can lead to the fact that a hunger feeling develops. With the Dagmar Herzog method, this misprogramming is eliminated. This method offers a sustainable solution to the problem and promises long-term success in the therapy of obesity.


Sven-David Müller-Nothmann