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THE LEAD GLOBAL HEALTH TITLE FOR 'NEW YEAR, NEW YOU'

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the fast 800 keto

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'In this book I will bring readers up to date with the latest research and show why going keto is very effective, particularly when combined with intermittent fasting, for initial rapid weight loss, and for preventing a drop in your metabolic rate, vital for long-term success.'

DR MICHAEL MOSLEY

THIS LATEST TITLE IN DR MICHAEL MOSLEY'S MULTI-MILLION-COPY BESTSELLING SERIES
WILL BE PUBLISHED BY HACHETTE IN NEW ZEALAND, AUSTRALIA, THE UK AND US.

LOSE OVER 6KG IN 21 DAYS ON THE FAST 800 KETO

The Fast 800 Keto combines Dr Michael Mosley's bestselling Fast 800 approach with a ketogenic diet to create a dynamic new weight-loss program, which not only puts you into ketosis faster than a normal keto diet, but is also healthier and more sustainable.

What is a ketogenic diet?

It's one high in fat and protein and very low in carbs. The aim of a keto regime is to put yourself into 'ketosis'. Ketosis is when your body shifts from burning sugar to burning fat for fuel. This process of 'flipping the metabolic switch' has the added advantage that you feel less hungry, making the diet highly motivating and relatively easy to sustain.

Recent studies have shown that a keto diet not only produces significant weight loss, fast, but also has myriad other benefits for long-term health, including lowering your risk of heart disease, improving insulin resistance and preventing type 2 diabetes. This approach naturally complements Dr Michael Mosley's Fast 800 program. But it must be done the right way.

What is Fast 800 Keto?

A combined program for accelerated weight loss.

By combining low-calorie intermittent fasting with keto, you effectively get the best of both worlds. So you do restrict your calories – but not as much as on the Fast 800 (you can have between 800 and 1000 a day). And you do go low carb – but not as low carb as on a standard keto diet (you can have a spoonful of lentils or beans with your fish or omelette, and obviously always lots of greens).

Lose weight and **improve your health**
with Dr Michael Mosley's ***The Fast 800 Keto***,
based on the latest science in nutrition
and intermittent fasting.

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



the fast 800 keto

Eat well, burn fat,
manage your weight
long-term

AUSTRALIAN
AND
NEW ZEALAND
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Author of the million-copy bestselling **Fast 800**
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New Year, New You











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






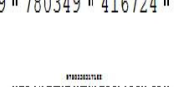
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



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














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





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









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



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





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



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



Food & Drink







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The #1 international bestselling author of *The Fast Diet*, *The 8-week Blood Sugar Diet*, *The Clever Guts Diet*, *The Fast 800* and *Fast Asleep*, Dr Michael Mosley trained to be a doctor at the Royal Free Hospital in London before joining the BBC, where he spent three decades as a science journalist and executive producer. Now a well-known TV personality, Dr Mosley is renowned for bringing together the latest scientific research to create easy-to-follow, sustainable weight-loss programs.

Dr Clare Bailey is a former GP who has supported hundreds of patients to lose weight, reduce their blood sugar and put their diabetes into remission at her practice in Buckinghamshire, UK. She is the author of the bestselling *The 8-Week Blood Sugar Diet Recipe Book*, *The Clever Guts Diet Recipe Book*, *The Fast 800 Recipe Book* and *The Fast 800 Easy*.

Dr Michael Mosley and Dr Clare Bailey are regular visitors to New Zealand and Australia to support their books and the successful Fast 800 online program.

More than 100,000 units of Dr Michael Mosley's books have been sold in New Zealand and more than five million copies have been sold internationally across the five existing Michael Mosley titles, with *The Fast Diet* translated into 40 languages worldwide.

Bringing the latest science

Keto is now the hottest dieting trend on the planet, but there is a strong need for a scientist/expert to bring some authority and expertise to the subject. Dr Michael Mosley will provide this authority, bringing readers completely up to date with the latest keto science, dispelling myths and showing not only why going *Fast 800 Keto* is so effective but, crucially, how to do it safely.

The Fast 800 Keto contains:

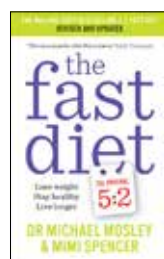
- Ground-breaking new dietary and behavioural science to help you shift stubborn fat and transform your health for good.
- A clear, easy-to-follow step-by-step program with plenty of tips and advice to help you stay on track, including the use of keto sticks.
- Case studies from the participants on Michael Mosley's upcoming TV series.
- 50 delicious, Mediterranean-style keto recipes, shopping lists and weekly meal planners by Dr Clare Bailey.

***The Fast 800 Keto* will be followed by *The Fast 800 Keto Recipe Book* by Dr Clare Bailey.**

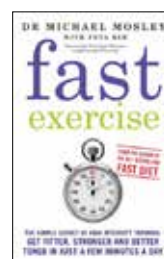
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Credit: Smith & Gilmore

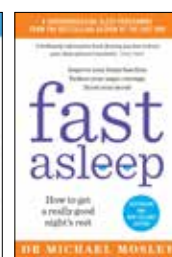
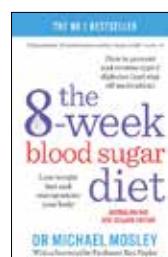
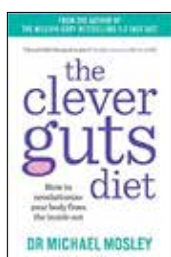


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AN OUTSTANDING CAMPAIGN

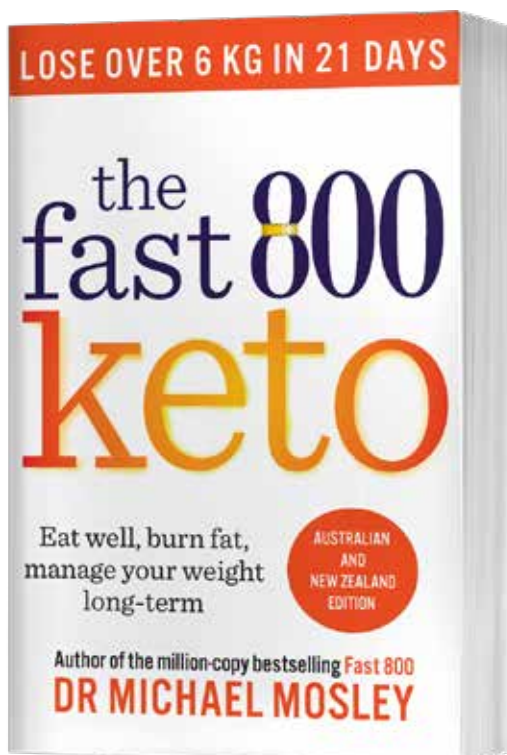
REACHING MORE KIWIS THAN EVER BEFORE

- Milestone pre-order moment when Dr Michael Mosley and Dr Clare Bailey's May 2022 ANZ Tour is announced in October 2021
- Show-stopping posters with unmistakable *The Fast 800* branding.
- Digital display advertising on news and entertainment websites
- Highly targeted advertising across Facebook and Instagram
- Major virtual events with Dr Michael Mosley online

PARTNERSHIPS

- Seven-day serial in *The Daily Mail* with the opportunity for sponsored retailer links and programmatic display placements to their 10.7m monthly readers

Huge publicity guaranteed in New Zealand, which will include **major national serials** and **broadcast and social media campaign**, maximising Dr Michael Mosley and Dr Clare Bailey's **400,000 followers**.



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