



# The Anti Ageing Food and Fitness Plan

By Rick Hay

## PRESS RELEASE

*Tune up, tone up and rev up with an inspired but easy-to-follow twelve-week healthy eating plan that unlocks the remarkable power of superfoods, and high-intensity exercises, for all fitness levels.*

**"I love that I'm looking and feeling better- these 12 weeks could see you drop a dress size, tone up and turn back the clock!"**

Sarah Parish, British Film, TV and Theatre Actor

Bewildered by Açai berries and confused by kefir? The growing trend for embracing the nutritional force of so-called *superfoods* has left many of us unsure where to start -and what to eat.

Whether you're looking to lose weight or embrace a healthier lifestyle, smart nutrition and increased levels of activity are essential to reach long-term goals and experience the greatest health benefits.

Blending the very latest scientific and nutritional research with delicious eating and work out plans and sumptuous photography, **The Anti Ageing Food and Fitness Plan** by Ideal World TV's resident Health and Fitness expert, Rick Hay, targets ageing and fitness at a cellular level to promote a sustainable diet and general wellbeing that will help anyone to change their lives for the better.

Rick's twelve-week plan recommends mouth-watering, easy-to-prepare and nutrient-dense meals and snacks that deliver the required vitamins, minerals, antioxidants and phytonutrients to optimise digestive function, and pairs these recipes perfectly with a work out routine consisting of High Intensity Interval Training (HIIT) to burn calories and gentler stretching practices to help relax muscles. The first four weeks have been designed to recalibrate the body using a diet primarily consisting of plant-based proteins. This *Tune Up* phase is followed by *Rev Up*, which takes readers up to week eight, introducing thermogenic spices to boost metabolism. The final four *Tone Up* weeks primarily focus on weight management and increasing strength by ramping up exercise. Also included are Hay's tips and tricks for the best superfood and nutrient combinations to help maintain results once the programme has been completed.

**The Anti Ageing Food and Fitness Plan** is not purely about nutrient density, losing weight and getting ripped; it's a sustainable philosophy which allows readers to revitalise their minds and bodies, with a food and fitness plan designed to maximise health and wellbeing. This accessible and effective programme helps to demystify the superfood arena, enabling us all to eat and live well by making every delicious and nutritious mouthful count.

**About the author:** Rick Hay is a renowned fitness and food expert with over twenty years experience as a nutritionist. Since relocating to the UK from his native Australia in 2010, Rick has successfully made a name for himself on television where he is currently the resident Health and Fitness Expert for Ideal World TV. He has previously written for *Natural Health* and *Your Fitness* magazines and is the author of *Nutritional Blast* (published February 2016 by Ideal World TV).

**The Anti Ageing Food and Fitness Plan** by Rick Hay (published by Clink Street Publishing 18th January 2016, RRP £11.99 paperback, RRP £6.99 ebook) will be available from all online retailers including [amazon.co.uk](http://amazon.co.uk) and to order from all bookstores. For more information follow Rick @nutritionalphys and on Facebook at [Anti Ageing Food and Fitness](https://www.facebook.com/AntiAgeingFoodandFitness).

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