



FOR IMMEDIATE RELEASE:

***Mindful Is the New Skinny: 10 Transformational Steps to a Lighter You Inside & Out* becomes Amazon Best Seller!**

Westchester County, NY –Psychotherapist and holistic health coach Jodi Baretz, released her debut book *Mindful Is the New Skinny: 10 Transformational Steps to a Lighter You Inside & Out*.

Baretz' book reached #1 best seller status shortly after its release and dominated the categories of 'Self-Help' and 'Nutrition' with her 'mindfulness meets weight loss' mash-up. She offers a fresh approach that rejects traditional calorie restrictive dieting to feeling lighter by managing stress and your mind. Baretz says, "So many women come into my office struggling with their weight, feeling frustrated and overwhelmed. What they are doing hasn't been working and the problem is: they are focusing their energy in the *wrong* place." The author goes on to say, "once you shift your mindset on how you approach weight loss and address the stress in your life, you will not only drop excess weight but emotional weight as well." It's a holistic approach which takes in account the mind and the body.

The book sprang from the authors own struggles with food. Baretz shares, "In my mid-thirties, I was diagnosed with Celiac Disease which meant I had to be gluten-free for the rest of my life. It was devastating, but it prompted me to go to a holistic nutrition school, which opened me up to a whole new world." Not only did I learn about food and the impact it has on us physically and emotionally, I was exposed to holistic approaches to well-being, including spirituality and mindfulness. She soon saw incredible changes, she recalls, "When we stop running from our feelings and stop resisting the challenges in our life, it makes a huge difference, from our eating habits to our relationships." Baretz continues, "As I opened my mind to a new way of thinking and saw these incredible results, I knew I had to write this book and share what I learned."

In *Mindful Is the New Skinny*, Baretz outlines 10 transformational steps to help the reader create an awareness of their thoughts, feelings and experiences using simple explanations, case studies, experiments and interactive meditations. The author adds, "I created this book for people who were like me, who wouldn't necessarily come to mindfulness and meditation, but through their struggle with food, they can come to see the benefits, not only with food but with their entire lives" she adds, "I present basic concepts, in what I hope, is a fun and accessible manner to give you practical tools you can apply to your everyday challenges."

For more information about Jodi Baretz and *Mindful Is the New Skinny*, including a video introducing the book visit: jodibaretz.com

Jodi Baretz

AUTHOR'S BIO

Jodi Baretz, LCSW, CHHC is a psychotherapist and certified holistic health coach in private practice at the Center for Health and Healing in Mt. Kisco, New York, and sees clients virtually through video conferencing. Jodi has more than two decades of experience providing clinical services and psychotherapy, as well as career and nutritional counseling.



Jodi received a Master's in Social Work from Columbia University, a Bachelor of Arts from Emory University and a certification in health coaching from the Institute for Integrative Nutrition in Manhattan. She has trained extensively in Mindfulness Based Stress Reduction (MBSR) and the integration of mindfulness and psychotherapy.

Jodi writes with authenticity about the struggles that have touched her and her clients regarding the topics of mindfulness and nutrition. Diagnosed with the autoimmune disorder Celiac Disease in her mid-thirties, Jodi experienced an awakening. She learned that there were biological answers to her health concerns, coupled with a new awareness of her body and what it could and could not tolerate. Mindfulness might have come from necessity, but it opened the door to a new level of consciousness that she has incorporated into every aspect of her life.

Through Jodi's writings, her therapy practice and speaking engagements, she brings this realization to audiences in an authentic, clear and relatable manner. Jodi contributes to *The Huffington Post*, *The Mindfulness App*, *Westchester Magazine*, *Inside Chappaqua* and *Inside Armonk* magazines. Most recently Baretz' book has been featured in Thrive Global and on several podcasts, including Thrive LOUD, and Here to Thrive.

Jodi collaborates with "Maximize Your Talent," an organization that teaches companies how to leverage emotional intelligence to increase productivity. Additionally, she runs a "mindfulness bootcamp" for women based on her book, *Mindful Is the New Skinny*, and through the book she offers a virtual meditation and resource center as a companion for her readers. Jodi has two sons and lives with her husband and dog, Lola in Westchester County, New York.



AUTHOR Q & A

- 1. What is your book about?** *Mindful Is the New Skinny* is about nourishing the inside, so you can flourish on the outside. It's about how to shift your mindset: from perfection and judgment to compassion, because once you drop the emotional weight, and manage your stress better, only then will you look and feel your best.
- 2. What does the title *Mindful Is the New Skinny* mean?** Striving to be skinny, is an “outer approach” and is out! Mindfulness is an inner approach and is in! In our society, “skinny” is a sort of metaphor for perfection—as in, the perfect body, the perfect life. This is not realistic. Thinking this way robs us of our happiness. On the contrary, mindfulness is about accepting and embracing imperfection, seeing the beauty in it. Doing so brings with it a healthy attitude and contentment that is enduring.
- 3. How does one make that shift?** Calming down the critical and judgmental thoughts can help bring us more happiness. Additionally, we need to train our minds to be more present, instead of wandering off into negative fantasies or false stories we tell ourselves. We can practice this with meditation and mindfulness techniques which I teach in the book. It's not about changing and controlling everything in your life, it's about increasing your capacity to cope and to tolerate being uncomfortable, which can also help with food cravings and decreasing stress.
- 4. What brought you to write this book?** About 15 years ago, I was diagnosed with Celiac Disease. Overnight, it dramatically changed the way I ate. I learned how to eat mindfully, because I had to think about every morsel I put in my mouth. I saw how strong the mind-body connection was and that was the beginning of my journey to mindfulness. Since I was never exposed to spiritual concepts growing up, learning these new ideas felt freeing. I wanted to share them with women, like me, who wouldn't ordinarily seek out mindfulness so they could change their lives too.
- 5. Who is the target audience for this book?** This book is targeted for women who are tired of dieting, over-stressed and overscheduled; women who just want to learn new ways to get healthier and happier. My goal is to free women from feeling not good enough and discontent and help them make peace not only with themselves but their whole lives. I believe obsession with weight loss is a symptom for other struggles. We don't have to live in a perpetual state of anxiety and judgment. There is another way.
- 6. What makes your book different?** Each chapter ends with a “mindful mantra” and corresponding guided meditation that can be accessed directly from QR codes within the book. Some meditations included are the “I'm beating myself up meditation”, or the “I prefer retail therapy meditation” that you can practice whenever you need them. When you purchase the book, you also get access to a free resource area, with recipes, tips, and other supplemental materials to enhance your mindfulness experience.

“A joyful life is not a result of judgment and perfection, but rather of self-compassion.”



BOOK SAMPLE (excerpt Chapter 1)

It's bright and early Saturday morning and I'm at the gym in yoga class, sporting my new breathable Athleta workout pants. I stake out my favorite spot in front of the mirror so I can check my alignment. The class begins peacefully in a lotus position on the mat. I inhale deeply and close my eyes. Ah yes, I'm so ready to let life's stresses fall away after a hectic week of responsibilities.

The instructor leads us into the first pose and I catch my look in the mirror. *Ugh. There's that darn muffin top flopping out of my waistband. My head floods with thoughts of self-loathing. Why can't I shrink my stomach? I eat healthy and exercise. It's not fair! The instructor is so skinny. I look so big next to her. Okay, stop obsessing and breathe. Cat and cow pose. This feels great on my back. Downward dog. Hold in those stomach muscles. That's better. Now into Warrior Two.*

I glance in the side mirror. *God, I hate my belly rolls. I'm not eating this week. I'm disgusting. Now I know why yoga studios don't use mirrors. Maybe I need to go to a studio instead of this gym. And on and on.*

So much for letting go of stress. Now I'm even more frazzled than when I walked into class.

Sound familiar?

Here's the upshot: None of the women in my class were noticing my muffin top because they were probably too busy obsessing about their own. For how accomplished, successful and "self-realized" we are as women, we're still plagued by criticisms about our physical appearance, particularly our weight, not just from the media and modern culture but from our own negative self-talk that we've internalized since forever. We are programmed to think that we need to look a certain way in order to be accepted, loved and, therefore, happy. It seems crazy, but it's reality.

Like it or not, most of us would probably admit that the saying, "You can never be too rich or too thin" holds a measure of truth. Case in point: one of my clients recently told me that she thinks being skinny equals power.

"Your life may be a shit show, but if you are skinny, you have it all," she shared.

How sad is that? Surely, other things in life matter more than what size jeans we fit into. If not, then I question how far we've truly come as females. What I'd like to suggest is that a great percentage of what's holding us women back from our *true* power stems not from society and culture, but our own inner monologue. If we can change that, we're off to a good start in achieving the self-acceptance and happiness that we falsely believe being skinny will bring us. Forget the number on the scale. You are not a wrestler, wearing your weight class on your sleeve. After all, what we are really going for is the feeling that being skinny offers us, not the number.



BOOK REVIEWS

At Integrative Nutrition, we believe that improving health and happiness can transform the world. This is exactly the message that Jodi espouses in this book. It's an informative guide to learning how to nourish yourself—not just with whole, healthy foods but, most importantly, a healthy attitude towards oneself and life. Jodi's perspective is fresh and lively yet profound.

**~ Joshua Rosenthal, Founder and Director,
Institute for Integrative Nutrition, New York**

Jodi has done an incredible job writing a book that is accessible to all women striving to find peace, balance and contentment in their busy lives. I highly recommend learning from her personal story and following her practical and effective 10 steps.

**~ Jeanette E. Cueva, MD, Associate Clinical
Professor of Psychiatry, Columbia University
College of Physicians and Surgeons**

You may initially pick up this book to help yourself create a better relationship around food, but you will get so much more. Jodi provides a recipe for living your best life, broken down into relatable and actionable steps. She makes mindfulness doable. Give this book to every woman you know!

**~ Ali Katz, Author
Hot Mess to Mindful Mom
and Get the Most Out of Motherhood**

Wise and breezy, this guided journey shows how mindfulness can help us transcend stress and other negative elements that get in the way of our being our best in mind, body and spirit. Blending her trained expertise, real-life case studies and common sense, Jodi imparts invaluable insights and practical tools in an upbeat manner that is straight from the heart.

~ Lisa D. Ellis, MS, RDN, CDN, LMSW, CEDRD

Jodi provides an easy-to-follow blueprint for helping you turn down the volume on negative thoughts, enhance your spiritual connection and get present so you can enjoy where you are in each moment.

**~ Michele Gregson,
Westchester Women Chair, UJA Federation, New York**

Through playful yet reflective writing, Jodi provides an excellent and relatable approach for lasting happiness and a healthy self-image through the lens of mindfulness. This is THE guide for living a joyful, meaningful and authentic life free of self-judgment!

**~ Debbie Zeichner, LCSW
Parent Coach and Mindfulness Educator**

With clever insights, real-life case studies, accessible practices and just the right dose of science to back up her claims, Jodi makes a convincing case that mindfulness is the key to women finally being at peace with their bodies . . . and their lives.

~ Laurie Simon, MS, RD, CDE



TESTIMONIALS *(from clients)*

I felt like I was drowning, frustrated and overwhelmed before I met Jodi, I didn't have the tools to handle my life with all its pressures. Now, I can see how it is manageable and can be done in a more uplifting way. Had I not consulted with Jodi, I would have been on a downward spiral, not able to be the mom and wife I wanted to be. My family life is so much more peaceful and I see challenges in a completely different light. ~Alexis R.

When I came to Jodi, I was an exhausted stressed out mother, and no good to anyone, including myself. Jodi has taught me how to pause before reacting and look at life from another vantage point which has changed how I relate to my kids, husband and even how good I am to myself! ~Debbie M.

I have been struggling with my weight for a long time now. Jodi offered a fresh perspective that makes perfect sense. When I tried her approach, without even trying, I lost 5 pounds the first week. I started working out and ate well because it felt good, I was no longer tied to the number on the scale. I also started to address what I was avoiding in my life which was definitely weighing me down. I was seeking out a nutritionist, but what I got was a whole lot more! ~Erica T.

"I was in an awful place when I came and saw Jodi. Over the past year, I have turned my life around by changing the way I respond to people. My relationships with my boyfriend, family, and co-workers are so much better, and I owe that to working with Jodi." ~ Karen G.

What a wonderful experience working with Jodi. I learned new tools to slow down and manage my stress. I now have a better understanding of the benefits of being mindful in everyday life and the importance of meditation to achieve balance. Thank you Jodi! ~ Kim S.

CONTACT INFO:

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"Nourish the inside, flourish on the outside."

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