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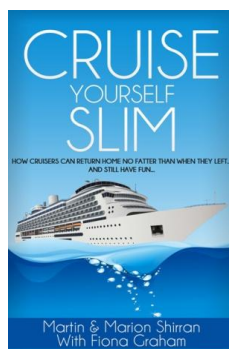
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## **Cruise Yourself Slim**

How Cruisers Can Return Home No Fatter Than When They Left...  
And Still Have Fun...

**Martin & Marion Shirran**  
with Fiona Graham

#### *Collaborators*

Patsy Morgan – Senior lecturer in Cruise Tourism, Southampton University

Brian Bruns – Author of Cruise Confidential

Foreword by Dr Graham Sceats (Cardiologist)

Survey in conjunction with Cruise.co.uk

Over 22 million people completed a cruise holiday in 2015. People choose cruise holidays for a number of reasons, but dining, and more recently the introduction of fine/speciality dining restaurants and those of celebrity chefs, continues to edge up the list.

One of the most popular topics discussed amongst cruisers is the almost inevitable weight gain experienced during their vacation. Many cruisers can gain as much as 2lb per day. This of course, is often not just down to the three incredible meals that will be placed before them each day, not forgetting the 'afternoon tea', and the occasional midnight buffet, but also the amount of alcohol they consume: with the growing trend towards all-inclusive, alcohol-included cruising, this 'growth' may worsen.

Many seasoned cruisers make no secret of the fact that they take two sets of clothes with them on longer voyages, the second set being at least one size, if not two, larger. This apparently enables them to 'grow' into the larger clothes as the cruise days pass by, proving the truth behind the cruise cliché about passengers walking up the gangway on day one and rolling back down as cargo at the end of the cruise.

Martin & Marion Shirran are avid cruisers: they just love cruising. They are also joint developers of the renowned Gastric Mind Band® weight loss & weight management system, which has helped thousands of people around the world to achieve and maintain their ideal weight. They have shared details of their technique with academics at universities around the world, been interviewed on television and radio, and been widely featured in national and international radio, TV, newspapers and magazines. Their first two books, co-written with Fiona Graham, were published by Hay House.

When the suggestion was made to Martin & Marion to write a book about "cruising and weight gain", their two favourite subjects, it did not require too much thinking time. Coincidentally, that month they were departing on a cruise on Oceania's Rivera, out of Istanbul, arranging to meet with another guest Andrew Gardner, the CEO of Cruise.co.uk. The company has been awarded the titles 'World's Leading Cruise Travel Agent' five times, and 'Europe's Leading Cruise Travel Agent' eight times - and (at time of writing) is the current holder.

After discussing the outline of the book proposal with Andrew, a partnership was agreed, in which Cruise.co.uk would poll their 500,000+ regular site visitors with a range of questions to enable the content of the book to be based on real and current statistics, and to include details of cruisers' thoughts or concerns about food, drinking and dining.

On the cruise they also met Dr Graham Sceats, a cardiologist from Sydney, Australia. His in-depth knowledge of obesity and the associated health risks prompted them to discuss the book proposal with him; as an avid cruiser he immediately offered to assist, and has written the foreword to the proposed book.

Brian Bruns, the author of Cruise Confidential, will be providing details never before shared of behind the scenes issues relating to the onboard eating habits of cruisers, and the dining room waiters' observations!!!!

After hearing of the outline plans for the book Patsy Morgan, senior lecturer in Cruise Tourism at Southampton University, flew to Spain to work with the authors on additional content.

More than 20 of the world's top cruise lines have been invited to comment in the book on a number of issues encompassing food, health and weight gain.

The book will include sections on dining, looking at the temptations of the main dining room, the buffet, the poolside grill and the increasingly common speciality or celebrity endorsed restaurants.

The book will provide readers with suggestions as to how they can prepare for their cruise, by easily losing a little weight before departure. This 'cruise training' will in essence place them ahead of the weight loss – gain curve.

A chapter will be dedicated to onboard tactics cruisers can use to reduce the fallout from the wining and dining that will inevitably occur. Post-cruise weight loss tips, and a few tips and techniques from the Elite Clinic in Spain, will be included in a final chapter.

Maximum reader value in the book will be ensured by providing them with a number of 'takeaways' that readers will be able to implement in their lives immediately.

Additionally the book will contain a unique code allowing access to an exclusive free MP3 download of a studio produced Cruise Yourself Slim visualisation/hypnosis recording which readers can use to train themselves to learn some of the useful tips and tricks of the Gastric Mind Band/Pause Button Therapy techniques that have been incorporated into Cruise Yourself Slim.