



Eat Right for Your Personality Type

How to Work with Your Personality to Create the Perfect Diet for You

By Karen Knowler

Published 5th March 2012, £12.99 pb

- A completely new take on food and eating based on your personality
- How what you eat and drink – and why – shapes not only your body, but every single aspect of your life
- Includes a quick and easy quiz to establish what type of eater you are
- Explains the 10 different eater types and outlines 10 different ‘possibilities’ that can be experienced through food

For many of us, our relationship with food is complicated, confusing and far from satisfying; just think how often you eat something whilst simultaneously feeling bad about it. We strive to find the right diet and balance for us, hoping to one day establish eating habits that will leave us looking and feeling great. Yet with so much conflicting opinion about what and what not to eat, few of us know how best to approach this, let alone find the ‘magic combination’ for ourselves - that is until now!

In her new book, *Eat Right for Your Personality Type*, Karen Knowler reveals that there is one dominant factor governing our relationship with food – our personality type. She explains that after a decade of coaching people about their eating habits it became clear to her that there are different types of eater and that each of these types has individual ways of thinking, feeling and acting around food. The 10 types of eater are:

The Functional Eater; The Sensual Eater; The Intellectual Eater; The Emotional Eater; The Focused Eater; The Intuitive Eater; The Conscious Eater; The Experimental Eater; The Confused Eater and The Social Eater.

In the book Knowler sets out a step-by-step process that will enable you to discover your type (or combination of types); understand the pros and cons of each type and how they impact your life; and learn how to work with your type(s) in order to create a personalised eating blueprint and the ultimate diet for you.

Whether you want to lose weight, gain energy, improve your health, find inner peace – or simply create a better fit between your eating and your lifestyle – this book will help you find the best approach for you and get you where you want to go.

Karen Knowler has been a prominent figure on the international healthy eating, raw food and self-help scene since 1998. A regular in the UK media, she has appeared on TV programmes including *LK Today*, and has featured in numerous magazines, including *Tatler*, *Glamour* and *Woman & Home*. Through coaching thousands of people around the globe for over a decade, Karen's discovery of the different eater types has fast become one of the most potent tools for self-knowledge and conscious personal change that she has utilized in her work to date.

www.KarenKnowler.com

The book is available for extract – including the ‘What Type of Eater Are YOU?’ quiz – and Karen is available for interview. Please turn over for article ideas and case studies.



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Notes to the editor:

- Karen is happy to provide expert comment, contribute to articles
- Karen is happy to work with cases studies
- Article ideas:
 - Why diets don't work – or how 7 out of 10 people don't want to be told what to eat
 - Eating for peace & contentment
 - The power of choice – how you are the product of what you eat
 - How to be a conscious eater – making informed and thoughtful choices around food
 - What type of eater are you?
 - The plate of possibilities – what do you want food to do for you?
 - What are you eating for? – Is it love, energy, comfort, stimulation, sedation or something else? And is this really getting you what you want?
 - How getting intimate with your diet will transform every aspect of your life
 - Ready for big change? How looking at your plate will tell you exactly where to start
 - The 2012 Diet: Eat on Purpose – for who you are and who you want to be
- Karen is happy to talk about her own transformation from junk-food eater and butcher-shop worker to raw food eater, coach and teacher.
- **Case studies** are available – please ask for more details.