



Lead photos: Robert Milazzo.
Hair: Pascal. Makeup: Berta Camal/
Jed Root. Stylist: Cynthia LaMaide.
Other photos: Nora Good/Masterfile;
Foodpix/Spathis Miller/Jupiter Images;
Evan Agostini/Getty Images; Stephen
Shugerman/Getty Images; Paul Smith/
Feature Flash/Retna Ltd.; Renee Comeet
Photography, Inc./Stockfood; Rick Gomez/
Masterfile; James McEwan/Zuma Press;
Janet Gough/CelebrityPhoto.com; Brian
Hagiwara/Jupiter Images; Jupiter Images;
Roger Karnbad/CelebrityPhoto.com

"I felt happy on this diet!"

"Someone once told me, 'Dieting doesn't make you live longer—it just feels that way,'" recalls Kathleen Jennings, 27. But the *No S* plan felt great. "There's no measuring, no points or charts or guilt, no deprivation, no expensive foods, no banned foods. This way of eating makes me happy!" After a lifetime of struggle, the Brisbane, Australia, writer has lost 60 pounds.

Kathleen lost 60 lbs!

No willpower

Lose as much as you want

Ripped from the pages of *The No S Diet*, the ingenious little plan on these pages can help you reach your goal weight effortlessly—and without ever counting calories, fat or carbs again!

What could be better than a diet that's helped women lose up to 96 pounds in nine months? How about one that lets you eat anything you want all weekend long—and also has rules simple enough to master in 30 seconds flat. We're talking about *The No S Diet*. The title basically says it all: Dieters eat no sweets, no snacks and no seconds—except on days that start with an 'S.' "It sounds absurdly simple, but it works," promises plan creator Reinhard Engels, an MIT software engineer who came up with the idea to melt his own flab. He dropped 40 pounds and promptly posted the plan on the Internet. "I was blown away when I realized how many other people it was working for," he says. Josie James is

The No \$ Diet

* No Snacks. No Sweets. No Seconds.
Except on days that start with S

The Strikingly Simple Weight-Loss Strategy That Has Dieters Raving—and Dropping Pounds

Reinhard Engels and Ben Kallen

one of them. "This is the best diet ever," says the Oregon mom, 51, down 130 pounds. "I never felt hassled or hungry or deprived. And I went from a size XXXXL to a large." Adds Pennsylvania attorney Mandy Batoshesky, 33: "I could do the plan without even telling anyone about it. It's an incognito diet. But I still lost 25 pounds!"

The fat-melting magic ...

"I wanted a way to relax and enjoy food and still get to healthy weight," Engels says. "With *No S*, you don't do math or counting. It's about giving yourself structure that eliminates excess without eliminating pleasure." Here's why the structure is effective ...

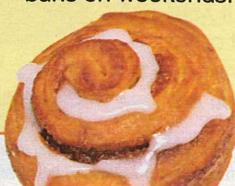
Steal Hollywood's best *No S* tips!



A bevy of Hollywood beauties use *No S* rules to stay slim ...

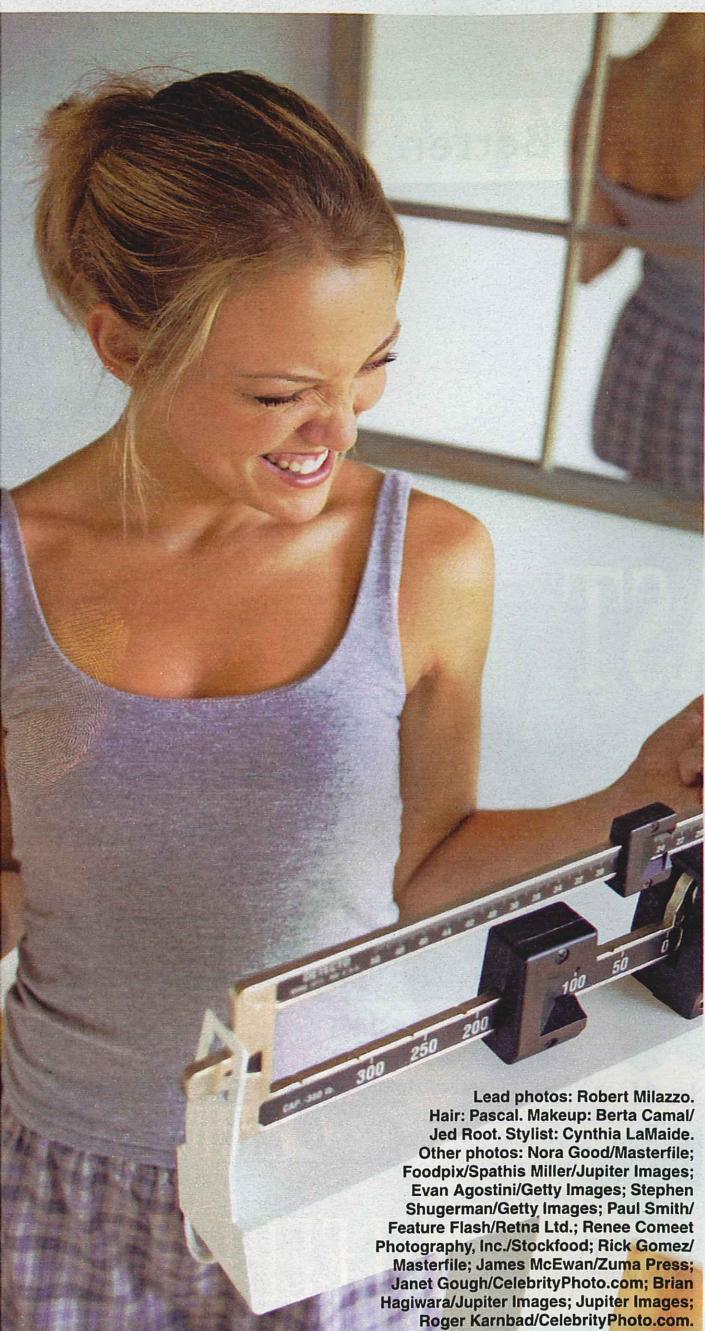
Sandra Bullock takes weekend indulging to a new level

The star once revealed that, en route to losing 13 pounds fast, she put her own *No S* twist on the Zone Diet, avoiding sugary foods during the week, then treating herself to cinnamon buns on weekends!



Angie Harmon makes it easy to skip seconds

Angie avoids sugar, but otherwise opts for delicious healthy fare. "When food tastes good, you don't need giant servings to feel satisfied," she says. **TIP!** Use smaller plates. Studies show this trick also makes us feel satisfied with less.



No willpower? No problem!

Lose as much as 96 lbs on the "no-diet" diet!

Ripped from the pages of *The No S Diet*, the ingenious little plan on these pages can help you reach your goal weight effortlessly—and without ever counting calories, fat or carbs again!

What could be better than a diet that's helped women lose up to 96 pounds in nine months? How about one that lets you eat anything you want all weekend long—and also has rules simple enough to master in 30 seconds flat. We're talking about *The No S Diet*. The title basically says it all: Dieters eat no sweets, no snacks and no seconds—except on days that start with an 'S.' "It sounds absurdly simple, but it works," promises plan creator Reinhard Engels, an MIT software engineer who came up with the idea to melt his own flab. He dropped 40 pounds and promptly posted the plan on the Internet. "I was blown away when I realized how many other people it was working for," he says. Josie James is



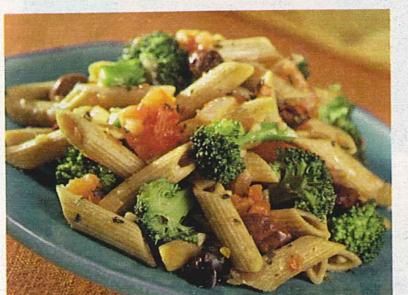
The fat-melting magic . . .

"I wanted a way to relax, enjoy food and still get to a healthy weight," Engels says. "With *No S*, you don't do math or counting. It's about giving yourself structure that eliminates excess without eliminating pleasure." Here's why the structure is so effective . . .

one of them. "This is the best diet ever," says the Oregon mom, 51, down 130 pounds. "I never felt hassled or hungry or deprived. And I went from a size XXXXL to a large!" Adds Pennsylvania attorney Mandy Bartoshesky, 33: "I could do the plan without even telling anyone about it. It's an incognito diet. But I still lost 25 pounds!"

• Three squares make you skinny!

The average woman now consumes significantly more calories than she did 30 years ago—and USDA research has found that 90% of those extra calories come from snacks. Says Engels: "I think there's probably a physiological reason that eating three times a day was the standard for human beings for so long. There's something about the pattern that helps us thrive." Worried skipping snacks will leave you hungry? "Start out with really big meals," suggests Engels. "It won't be long before you realize, 'Wow, I'm really not going to starve.' Then you can adjust to just-right portions."



As long as you don't go for seconds, you can eat pasta every day while on the *No S Diet*!

• A little less sugar sweetens results a lot!

It's no secret that sweets are high in empty calories. They also cause blood sugar spikes, which trigger hunger and fat-storage hormones. Yet cutting sweets altogether often makes us feel intensely deprived. "I think the *No S* way is a very manageable middle ground," Engels notes. "I got the results, and I even enjoy sweets more now that I only have them on the weekends."



Craving cookies? No problem! *The No S Diet* lets you enjoy 'em all weekend long!

• Benefit from bigger portions!

Instead of skimping on your first helping, make it generous. You'll end up feeling more satisfied and yet get fewer calories than if you kept going for extra servings. "We go for more because it's there, we eat without thinking and the calories sneak up on us," says Engels. "This is an easy thing

"No one even knew I was dieting!"

"I was running, kickboxing, swimming—and was still overweight; I just ate too much," reveals Mandy Bartoshesky, 33. "I knew I had to keep calories down, but calorie counting was too much work for me." Luckily, she read about *No S*. "It was so easy and natural," marvels the Philadelphia attorney, who quickly shed 25 pounds and three sizes. "I never even had to tell anyone I was on a diet!"

Mandy lost
25 lbs!

you can do that has a huge impact." Penn State scientists back him up: Their studies have shown skipping seconds can save up to 400 calories without sacrificing satisfaction!

Check it out!

For even more free tips, tricks and motivation, go to www.nosdiet.com.

days that start with 'S.' Let the slimming begin!



Drew Barrymore gets her sweet fix with fake sugar

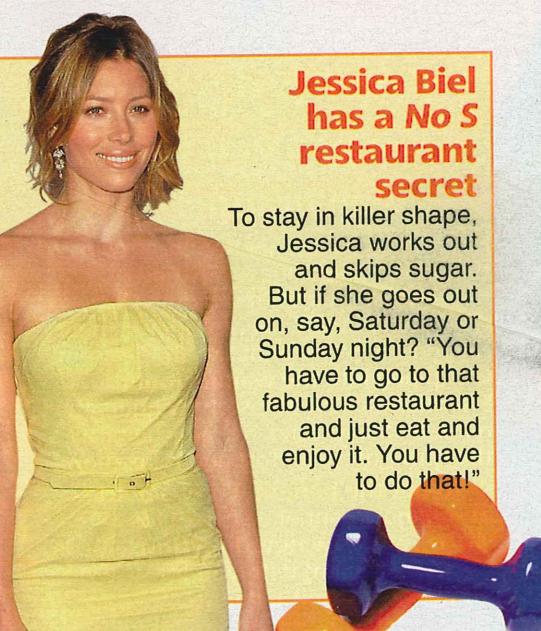
Drew, down about 20 pounds in recent years, says she's a fan of three square meals with only sugar-free Jell-O or Diet Coke in between.

TIP! Replace just one can of sugary soda a day with a zero-calorie option, and you'll lose 15 pounds in a year!

Debi Mazar uses an easy trick that eliminates leftovers

Using a low-sugar meal delivery service means there are no seconds or sweets for this new mom to worry about. No wonder she's lost 80 pounds of pregnancy pudge!

TIP! Freeze leftovers. It's another simple way to help yourself avoid snacking on extras from lunch and dinner.



Jessica Biel has a No S restaurant secret

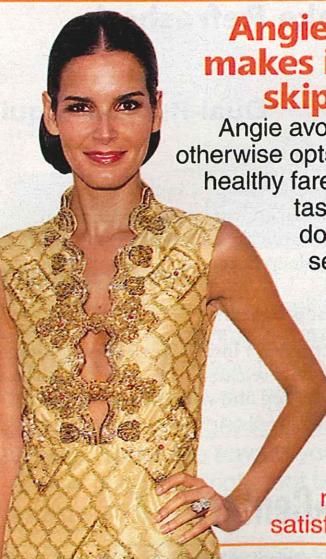
To stay in killer shape, Jessica works out and skips sugar. But if she goes out on, say, Saturday or Sunday night? "You have to go to that fabulous restaurant and just eat and enjoy it. You have to do that!"

Steal Hollywood's best No S tips!

A bevy of Hollywood beauties use *No S* rules to stay slim . . .

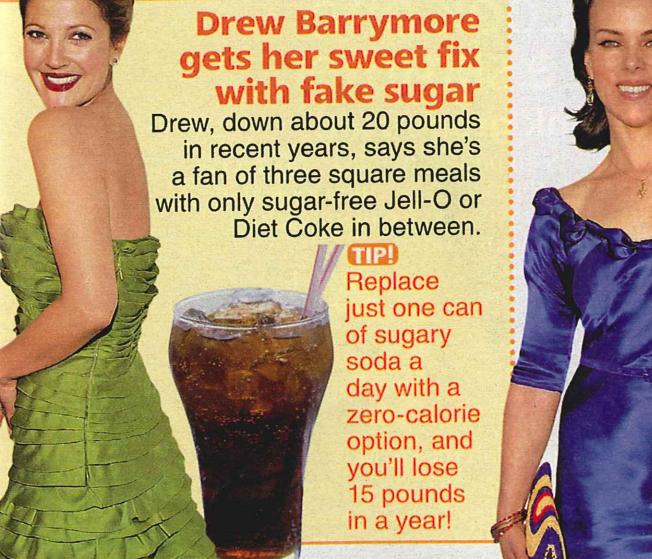
Sandra Bullock takes weekend indulging to a new level

The star once revealed that, en route to losing 13 pounds fast, she put her own *No S* twist on the Zone Diet, avoiding sugary foods during the week, then treating herself to cinnamon buns on weekends!



Angie Harmon makes it easy to skip seconds

Angie avoids sugar, but otherwise opts for delicious healthy fare. "When food tastes good, you don't need giant servings to feel satisfied," she says. **TIP!** Use smaller plates. Studies show this trick also makes us feel satisfied with less.



Drew Barrymore gets her sweet fix with fake sugar

Drew, down about 20 pounds in recent years, says she's a fan of three square meals with only sugar-free Jell-O or Diet Coke in between.

TIP! Replace just one can of sugary soda a day with a zero-calorie option, and you'll lose 15 pounds in a year!



"I felt happy on this diet!"

"Someone once told me, 'Dieting doesn't make you live longer—it just feels that way,' recalls Kathleen Jennings, 27. But the *No S* plan felt great. "There's no measuring, no points or charts or guilt, no deprivation, no expensive foods, no banned foods. This way of eating makes me happy!" After a lifetime of struggle, the Brisbane, Australia, writer has lost 60 pounds.