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Does The 'New You' Last Just 6 Weeks?

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Shopping habits show 12th February is 'D-Day' for willpower

Retail data proves that it takes just six weeks for our New Year's resolutions to fail and within two months the nation's diet has reverted back to its 'old' ways. Tesco.com analysts have predicted the exact date in 2007 when, on average, our will power is expected fail us. 12th February (that's two weeks to go) has been pinpointed as the date to beat when comes crashing down.

It is no surprise that December sees sales of both sparkling wine and boxes of chocolate double, whilst January sees purchases of slimming ranges almost triple. However, early February sees indulgent food creeping back into the nation's 'virtual' shopping basket. Comparing the nation's shopping in February with the leaner times in January is very revealing.

Shopping Baskets - February vs January

Going up:
Chocolate bars up 49%
Puddings up 61%
Coffee up 63%
Sparkling wine up 70%
Boxes of chocolate up 135%

Amazingly, once we do break our resolutions, our self-gratification rivals and, in some cases, exceeds the indulgence of the Christmas period. In fact, puddings and coffee sell more in February than they do in December.

Tesco.com analysts have also noticed that during January, there is a 40% uplift in new customers using Tesco.com to buy their shopping. In addition, people manage to spend less during January, when 'baskets' are on average 9% smaller. However, by the last week of February, Tesco.com figures show that things have pretty much returned to 'normal' and old habits have set in once again.

Mandy Minichiello from Tesco.com says 'We're all human and get tempted so make it easy for yourself. Manage your diet, budget and time by ordering your weekly shop online. That way, will power is less of an issue because you avoid all the in store sights and smells that can lead to impulse purchases. Most of our products have full nutritional information including Guideline Daily Allowances so customers can make healthy choices for their families.

** Article Continues Below **



Which film do you think should win Best Picture at The Oscars this year?

- Babel
- The Departed
- Letters From Iwo Jima
- Little Miss Sunshine
- The Queen

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** Does The 'New You' Last Just 6 Weeks? Article Now Continues **

To give people a bit of extra encouragement, and to help people reach their 5 a day, we will running regular half prices offers on selected fruit and vegetables throughout the year. Also, have over 300 recipes online to inspire and tempt people.'

Honey Langcaster-James, a Consultant Psychologist, Life and Career Coach, who regularly appears on Big Brother, offers her top five tips for making sure the new you sticks around for the whole of 2007, not just the first six weeks:

1. Be realistic, set attainable goals and make small adjustments rather than dramatic cutback. If you try to change your diet too radically you'll be far less likely to stick to it and what's worse when you do 'slip', you are likely to 'binge' and could end up with worse habits than when you started.
2. Forget the resolution; instead, draw up a twelve-month plan. Set yourself a goal or a target for each month of 2007. It will help you to stay focused beyond January and mean that you're less likely to give up after only six weeks. Make sure your plan includes a reward for every month you manage to stay on target. Something you can look forward to when the going gets tough.
3. Stay organised and do your grocery shopping online. You'll probably find that you save money on your average total bill because you'll order just the items you need instead of impulsively buying things as you browse around the store. You won't be so easily tempted by special offers and delicious looking treats. What's more, you'll avoid trolley-rage and stay relaxed by shopping in your pyjamas!
4. Create an encouraging picture mood board. Time to get creative! Cut out pictures from magazines of delicious looking fruits and vegetables, running shoes, bottled water etc...Combine these with smiley photos of yourself looking fabulous and doing fun and exciting things. Pin them all to a cork board in the kitchen where it can subconsciously help you to associate all those healthy things, with the times in your life that you felt happiest!
5. Get a 2007 diary and book some active social events in now! Arrange with your friends to do some fun activities, especially during that 'high risk' week in February. Book a new exercise class, plan to go ice-skating or treat yourself to a spa treatment. Anything that enables you to focus on something fun and healthy. What's more, use your new diary to leave affirming messages to yourself, which you can find during those risky periods. For early February, write something like 'Well done, you've made healthy choices so far. Keep up the good work!'

If you need some encouragement try FemaleFirst's dieting plans in conjunction with Tesco eDiets, just follow the link [Click Here To Check Out Our Diet Plans](#)

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