

# FOR IMMEDIATE RELEASE

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## New Weight Loss Program: Absession

There is no shortage of late night infomercials claiming they have the answer for weight loss, but does anything really produce a set of 6 pack Abs?

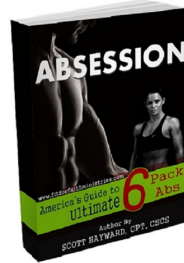
In his highly acclaimed first book, **Absession...America's Guide to Ultimate 6 pack Abs**, Scott Hayward breaks down the most difficult premises of exercise science in easy to understand language. Absession takes the route of total body transformation to achieve a great set of abdominals as opposed to new ways to perform the same old, tired crunch motion or relying upon fitness gadgetry or magical elixirs.

Today more than ever, people realize that their body and their health cannot be taken for granted. People want and need the answer to EFFECTIVE and EFFICIENT Body Transformation. The real problem, however, is finding a proven fat loss workout program that is based upon exercise science and not the interests of big, money hungry supplement companies.

Absession and its Applied Body Science System delivers the answer in its easy to understand, and easier to integrate workout programs. Absession is 130 + pages of resistance training exercises and programs, cardiovascular training programs, nutritional programs and the mindset to see it through til the completion of Your Best Body Ever!

Absession has become the go to source for those wanting to lose weight, lose fat, get toned, get fit and get the body and life they were meant to have.

**Absession...America's Guide to Ultimate 6 pack Abs** (130 pages, paperback, ISBN 978-1494476126, \$14.95) was released in December 2013 by Createspace. For more information or to schedule an interview with Scott Hayward, you can contact him directly at 484-999-1231.



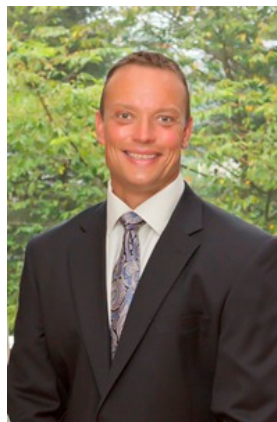
## Interview Questions

1. What compelled you to write "Absession America's Guide to Ultimate 6 pack Abs?"
2. What do you think is the major cause of obesity in the U.S.?
3. How can someone with average or less than genetics, experience a total body transformation?
4. Does everyone have a 6 pack and why is it so important to overall health?

## Meet the Author

Referred to as one of the country's premier personal trainers, body transformation, and fat loss experts, Scott Hayward truly changes bodies and changes lives. As an author, lecturer, trainer, and educator, he is sought out by those looking to transform their bodies and ultimately transform their lives.

Scott, who holds numerous degrees and certifications, is the author of, "Absession... America's Guide to Ultimate 6 Pack Abs," as well as numerous articles on Anatomy, Physiology, Energy Metabolism, and Exercise Science. His seminars, lectures and workshops on fat loss, weight loss, and body transformation techniques have transformed thousands of lives.



## Inside Absession

- Learn the 11 Commandments for Ab-Revealing Fat Loss
- Discover the TRUTH about Metabolism and How You Can Increase it
- The Single Greatest Fat Blasting Exercise – EVER!
- Learn the single best time to perform your cardio for maximum fat loss

## Book It!

**Absession...**  
**America's Guide to Ultimate 6 pack Abs**  
**By: Scott Hayward**  
[www.abss.bizly.us/sales](http://www.abss.bizly.us/sales)  
Pages: 130 Paperback  
ISBN: 978-1494476126  
Price: \$14.99  
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Publisher: Createspace

## Did you know?

Despite all of the infomercials that claim to the contrary, it is physiological impossible to spot reduce excess fat from around your waist.