

Losing it in Marbella....

Sir Elton John and Lionel Richie will be visiting Marbella this summer; But what for...

COSTA DEL SOL, MALAGA, SPAIN, May 24, 2015 /EINPresswire.com/ -- Sir Elton John and Lionel Richie will be visiting Marbella this summer; the cast of TOWIE now seem to be on permanent holiday there, joined by an ever growing number of 'A' list celebrities and catwalk models, most drawn to the swanky restaurants, the amazing night life of Puerto Banus and not forgetting the very long afternoons at the world famous Nikki Beach Club.

[But there is another attraction](#) that is bringing visitors to the coast, not just from across Europe but also, surprisingly, from across the Atlantic, some arrive at Malaga airport with Easy Jet others in the opulent luxury of their private Jets.

Marbella has for sometime had an abundance of exclusive cosmetic dentists and body sculpturing surgeons but over recent years it has becoming increasingly known by those in the know for something somewhat unique. Aimed squarely at those that want to be 'Beach Body Ready' or more realistically just searching for a [permanent weight loss solution](#), the Costa del Sol is becoming 'the place to be to lose weight'.

An unusual, psychological approach to weight loss, incorporating a unique type of Cognitive Behavior Therapy (TCBT) & Neuro Plasticity pioneered by an English couple Martin & Marion Shirran at their Elite Clinic near Marbella has attracted not only global media interest but also the attention of a number of university academics and international publishers.

Martin Shirran was recently featured in the UK press after putting himself up as a guinea pig and losing 80lbs using the approach; many of the clinics past clients have appeared in magazines and on TV around the world, each achieving similar results.

["Our approach is not a panacea](#); we cannot help people lose weight, permanently, unless they are prepared to work with us and make a number of small permanent life style changes themselves. We like many others believe that excess weight is a psychological issue, dieting alone can never provide the solution. Reprogramming, psychologically how people react around food and alcohol is vital. Neuro Plasticity, the ability to change the way we think and react to situations is well documented, our approach which we called Gastric Mind Band, does just that, says Martin Shirran"

Close to a thousand people have made the trip to Spain to visit the couple at their clinic, their book The Gastric Mind Band published by Hay House was an instant best seller, now they are talking about filming the process in real time for a USA television network.

More information can be found at www.gmband.com.

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