

MOMMY BLOGGER DIET DRAMA



REBECCA ECKLER

The latest must-have on the new mother's payroll is not a night nurse, nanny or doula. It's the personal nutritionist.

Thanks to celebrities such as Britney Spears, who has been showing off her post-baby figure (a little too much), there's pressure to lose baby weight — and fast.

Toronto's Natalie Bean-Sole, president of Nutrition Forever Inc. (nutritionforeverinc.com), has just launched the "Hot Mommy Program" designed to help mothers get their pre-pregnancy bodies back.

"Every new mother wants the quick fix. . . . Is it possible to lose the weight in two months? Yes. But 80 per cent of losing the weight has to do with what you put in your mouth. You can exercise for two hours, but if you're not eating right, you won't lose it," she says.

She saw a need in the new-mother market after having a daughter a year ago. "I gained about 70 pounds in 15 months," she says. "I was pregnant, but had a miscarriage. Then I got pregnant immediately after, and had my daughter. I realized that a lot of new mothers, for the first time, had to lose weight and they didn't know what to do."

"Your life is not your own any more," she continues, "so healthy eating goes on the back burner. You're sleep-deprived, too tired to exercise, and just grabbing things with high sugar and fat." Bean-Sole meets clients for a 1½-hour consultation, and then plans out full weeks of menus. She works with moms across North America, doing phone and e-mail sessions. New mothers, she admits, are the most emotional clients. Many cry (luckily, she also has a background in social work).

She even sees mothers of toddlers, who have gained weight because of eating off their kid's plates. "A lot of mothers come see me and say, 'I just had a baby.' Meanwhile, their 'baby' is four years old. It's never too late to start.