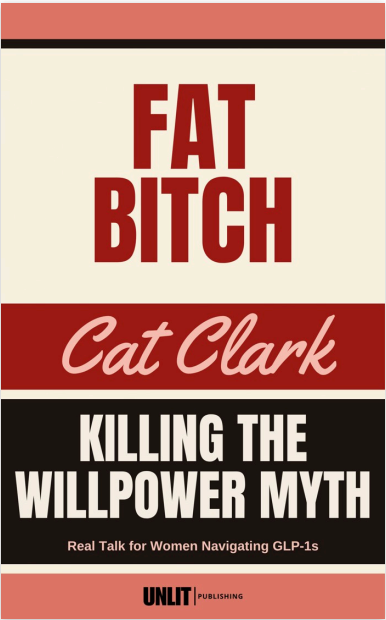




Cat Clark Challenges the \$150B Diet Industry with Provocative New Manifesto **FAT BITCH**, Reclaiming Women’s Health for the GLP-1 Generation

LANSING, MI, October 15, 2026: UNLIT Publishing announces the release of **FAT BITCH: Killing the Willpower Myth** by Lansing-based researcher and author **Cat Clark**. Arriving more than 20 years after the 2005 phenomenon *Skinny Bitch*, this science-backed field manual lands at a critical moment, offering an evidence-based roadmap for the millions of women navigating GLP-1 medications and metabolic health.

As endocrinology dismantles the old “eat less, move more” story, a massive psychological void remains. *FAT BITCH* performs a forensic autopsy on the Willpower Myth: the lie that obesity is a moral failure rather than a complex biological signaling disorder.

“The needle fixed the biology, but it didn’t fix the shame. Hunger isn’t a character flaw. It is a biological signaling system hijacked by an ultra-processed food industry. We are treating a hormonal signaling disorder with a moral vocabulary, and it’s time to change the language.”

Cat Clark, Author and Patient Advocate

Key Themes

- **The Willpower Myth Autopsy:** how the modern food environment engineered hyper-palatable foods to bypass conscious willpower and erase natural satiety signals.
- **The Bean Dip Pivot:** quick-draw boundary scripts for intrusive dinner-table interrogations, diet pushers and medical shaming.
- **The Patient as Medical CEO:** blueprints for insurance prior authorizations, formulary denials and vetting 503B compounding pharmacies.
- **Reclaiming Dopamine and Joy:** confronting “Ozempic anhedonia” through intentional emotional recovery and personal joy mapping.

Editions - Out Now

| Edition                       | Details                                        | Price (US)  | ISBN              |
|-------------------------------|------------------------------------------------|-------------|-------------------|
| Paperback                     | 6 × 9 in · 204 pp                              | \$18.99     | 979-8-9948878-5-1 |
| Hardcover                     | 6 × 9 in · Case laminate                       | \$34.99     | 979-8-9948878-7-5 |
| Large Print Library Hardcover | 6 × 9 in · 16 pt large print · 316 pp          | \$49.99     | 979-8-9948878-4-4 |
| Ebook                         | EPUB 3 · Amazon Kindle and Google Play         | \$9.99      | 979-8-9948878-6-8 |
| Audiobook                     | Unabridged · Narrated by the author, Cat Clark | Coming soon | 979-8-9948878-2-0 |
| Anti-Diet Workbook            | 8.5 × 11 in · 124 pp · Companion workbook      | \$34.99     | 979-8-9948878-8-2 |

## **The title *FAT BITCH* is extraordinarily bold. Why lead with such provocative language?**

Because for forty years, the word “fat” has been weaponized to keep women small, quiet and apologetic. In 2005, a bestseller told us that if we didn’t have the discipline to starve ourselves, we were moral failures. I’m a Fat Bitch talking to Fat Bitches. Reclaiming that word takes the weapon right out of diet culture’s hands. We aren’t whispering anymore.

## **Why is willpower the wrong framework for metabolic health?**

Willpower against an engineered food environment is like bringing a squirt gun to a forest fire. In 2013, the American Medical Association recognized obesity as a chronic disease. Ultra-processed food is designed to hit the “bliss point,” a precise mix of fat, sugar and salt that overrides satiety. Expecting someone to willpower their way out of that loop is biologically illiterate.

## **What is the Bean Dip Pivot, and why do readers love it?**

When a woman starts a GLP-1, suddenly everyone feels entitled to comment on her body and inspect her plate. The Bean Dip Pivot is our boundary quick-draw: acknowledge zero guilt, give a neutral response, and pivot. “My doctor and I have my health handled. Have you tried this bean dip?” It ends the interrogation, protects medical privacy and demands zero apologies.

## **What is the biggest misconception about GLP-1 medications?**

That they are “the easy way out.” There is nothing easy about side effects, prior-authorization battles, or facing decades of unresolved emotional history once the food noise goes quiet. Medication is the cast for a broken leg; therapy and habit-building are the rehab. We need both.

## **Suggested Interview Topics**

- **More than 20 years after *Skinny Bitch*:** how public diet shaming became normal, why restriction failed, and what GLP-1 science proves about biology.
- **Silencing Food Noise:** the psychological vertigo when constant food obsession disappears, and navigating “Ozempic anhedonia.”
- **The Patient as Medical CEO:** overcoming dismissal, asking for the right labs, and appealing insurance denials.
- **The Anti-Diet Workbook:** six hands-on modules, from the Tactical Recon Manual and Medical CEO Mastery to Lifer Logistics, for turning the book into daily practice.

**Interview format:** Cat Clark does audio and on-camera video interviews, live or recorded, for podcasts, YouTube, radio and broadcast, and in-person appearances in the Lansing area. Cat is a patient advocate, not a clinician.

### Weight Bias Has a History

- **BMI's origin (1830s):** created by statistician Adolphe Quetelet for population statistics, never as an individual diagnostic tool. (Eknoyan, *Nephrology Dialysis Transplantation*, 2008)
- **The 1998 overnight epidemic:** lowering the “overweight” cutoff to BMI 25 reclassified about 29 million Americans without any change in their health. (NIH / NHLBI Clinical Guidelines, 1998)

### Why Restriction Fails

- **Metabolic adaptation:** after diet-driven weight loss, hunger hormones shift (ghrelin up, leptin down) and stay shifted a year later, pushing the body back toward its old weight. (Sumithran et al., *NEJM*, 2011)
- **Regain is the rule:** most people regain most of the weight they lose on a diet within five years, evidence that body weight is biologically defended. (Anderson et al., *American Journal of Clinical Nutrition*, 2001)

### Incretin Science (GLP-1 / GIP)

- **Disease recognition (2013):** the AMA recognized obesity as a chronic disease requiring treatment. (AMA House of Delegates Resolution 420)
- **Dual agonists:** in its 72-week trial, the GLP-1/GIP medication tirzepatide produced about 21% average weight loss at the highest dose. (Jastreboff et al., SURMOUNT-1, *NEJM*, 2022)
- **Beyond weight:** semaglutide cut major adverse cardiovascular events by 20% in people with overweight or obesity and heart disease, and improved liver inflammation in MASH. (Lincoff et al., SELECT, *NEJM*, 2023; Sanyal et al., ESSENCE, *NEJM*, 2025)

### Early Praise

*“This should be The GLP-1 Virgin’s Handbook. Invest in this book no matter where you are in your weight loss or maintenance journey.”*

**Edie Myers, GLP-1 User and Reviewer**

*“This was raw, real, and relatable! I loved Clark’s authentic writing style... it was like I was discussing food, weight loss, diets, drugs, and lifestyle with a bestie.”*

**Kelly Pramberger, Author of From the Heart**

Our first NetGalley review campaign averaged 4.7 out of 5 stars across six reviews.

### Media Inquiries, Interviews and Review Copies

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