

Sandra Roycroft-Davis: Why Behavioural Change is the Missing Link in the Weight Loss Injection Debate



Sandra Roycroft-Davis: *Behavioural Change and Weight-loss Specialist | Award-winning founder of Slimpod | Sunday Times Best Selling Author*

Sandra Roycroft-Davis is a leading authority on long-term behaviour change, with almost two decades of experience helping people break free from dieting and achieve sustainable weight loss.

- She is now calling for greater awareness around the long-term use of weight loss injections, warning that without behavioural support, people risk becoming dependent for life.
- Her medically-endorsed, clinically-proven neuro-scientific approach, used with over 350,000 people through her programme, Slimpod, demonstrates its long term success, as a solution for lasting weight loss.

Introducing Sandra Roycroft-Davis – The expert changing the way we think about weight loss

As the national conversation around weight loss is increasingly dominated by GLP-1 injections, Sandra Roycroft-Davis is urging people to look beyond short-term results and ask: What happens next?

A respected behavioural change and weight loss specialist, international speaker, best-selling author, media commentator, and founder of the Slimpod programme, Sandra is no stranger to the realities of long-term weight management.

At a recent event, she posed a question to a senior figure involved in the national rollout of weight loss injections:

“What happens when people come off them?”

His reply was simple:

“You just stay on them for life.”

For Sandra, this response highlights a critical blind spot in the current strategy:

“Injections can initiate weight loss, but they don’t change the habits, thought patterns or emotional triggers that cause weight gain in the first place. Without addressing the mindset, you risk ending up in exactly the same place once the medication stops.”

A leading voice on long-lasting change

Sandra has dedicated nearly 20 years to helping people transform their relationship with food—without diets, willpower or restriction. Her work is grounded in neuroscience, unconscious persuasion, psychology and the science of habit formation. She is a Harley Street weight loss and behavioural change specialist, award-winning creator of the Slimpod programme, and author of *The Weight's Over – Take Back Control*.

Sandra's insights have featured on ITV Tonight, Channel 4's *How to Lose Weight Well*, various publications and international health stages in London, Dubai, Milan and Prague.

Leading NHS Obesity Professor Adrian Heald, Consultant Endocrinologist, Salford Royal Hospital, Visiting Tutor, St Peter's College, Oxford, who is currently working with Sandra on an NHS clinical trial, commented on her approach:

"As a clinician working in the NHS in a hospital setting and as someone who has many patients with weight-related challenges, it is a privilege to work with Sandra, whose programme has benefited more than 350,000 people. Sandra has nearly two decades of experience and success in helping people to implement strategies that enable them to achieve a healthier lifestyle and weight. The lessons she shares ...are potentially transformational, will help anyone who is struggling with their weight or stuck in the endless cycle of yo-yo dieting, as well as healthcare professionals and clinicians across the world. Her approach is most definitely a game changer, with a focus on the experience of people who struggle to achieve and maintain a healthy weight, and introducing tools that actually work and are accessible to everyone..."

The clinically proven Slimpod programme

Sandra is the creator of Slimpod, a pioneering audio-based behaviour change programme designed to retrain the brain's responses to food and activity.

To date, Slimpod has:

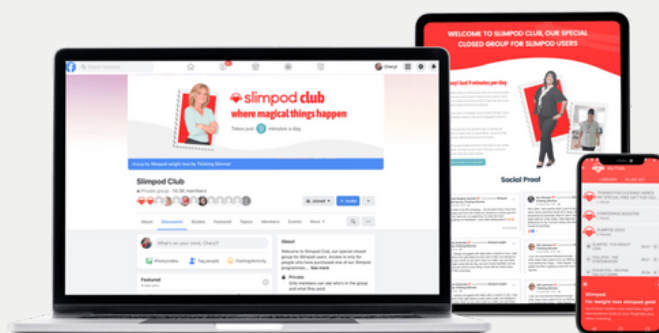
Been used by over 350,000 people worldwide

Been endorsed by NHS consultants and used in pilot programmes across NHS Trusts

Shown measurable improvements in independent clinical trials

Received over 3,000 five-star reviews on Trustpilot

Earned Sandra the title of Best Businesswoman in Health 2024



At the heart of Slimpod is a proven method to reduce emotional eating, improve mood, and help people regain natural control of food, without any tracking, calorie counting, plans or restrictions.

A message of caution—and empowerment

Sandra is not anti-medication. But she is clear: Sustainable weight loss cannot happen without changes in mindset and behaviours. People deserve to know that medication is not a complete solution. If injections are not supported with sustainable behaviour and mindset changes, we're setting people up for life-long dependency—or disappointment once they stop using them."

As more people consider weight loss injections, Sandra's message is simple: Don't just treat the body. Retrain the mind and change the behaviours...