Fad Diets

“Popular eating plans that promise quick weight loss. Most fad diets severely limit certain foods or overemphasize others (for example, never eat red potatoes or pasta or eat cabbage soup daily),”


3 Categories of Food Fads:

1. One virtue of a particular food or food group is claimed to cure specific diseases, therefore incorporated as the main constituent of diet
2. Foods are eliminated because viewed as harmful
3. Emphasis on eating certain foods to express a particular lifestyle.

University of Pittsburgh Medical Center: Patient Handout

- Promises quick weight loss through what is usually an unhealthy and unbalanced diet
- Targeted at people who want to lose weight quickly without exercise
- Claims to lose fat, but actually water weight is being lost
- Restrictions may work, but make them difficult to follow
- Difficult to follow on a long-term basis
- Can be harmful to your health
A little history........

- 1086 – William the Conqueror – Pioneer of the first “Drinking Man’s Diet.”

- 1830 – Sylvester Graham (Dr. Sawdust) – Vegetarian diet rich in whole-wheat flour

- 1864 – William Banting – First popular diet book “Letter on Corpulence”; lost 50 lbs eating lean meats, dry toast, unsweetened fruit and green vegetables. 58,000 copies sold

- 1903 - Horace Fletcher – The Great Masticator – incessant chewing, but no swallowing

Here and Now.....

What makes fad diets appealing?

- Time constraints - perceived obstacle.
- Quick results.
- No exercise.
- Media influence.

One More Bite – “Emotional Freedom Techniques” & “Neurolinguistic Programming” Weight Loss Program
Slim America System

Miracle Herb

Hoodia Rush

Bariatric Solutions – Laparoscopic Gastric Bypass

Liquid Diet/Starvation

Jenny Craig

Personal Blog
Secret:
“Diet and Exercise”

Shapefit.com
Atkins, Major Calorie Reduction, Exercise

Fit Over 40 Kit
Let’s analyze two fad diets!

The South Beach Diet

“"It is my purpose to teach neither low fat nor low carb. I want you to learn to choose the right fats and the right carbs. You will learn to enjoy foods that taste good, satisfy your appetite and don’t create hunger hours later. In this manner, you can develop the food plans that are best for you for short-term weight loss, long-term weight maintenance, and optimal health."

-Arthur Agatston, M.D.
author of the South Beach Diet
Who is Dr. Arthur Agatston?

- A accomplished cardiologist and associate professor of medicine at the University of Miami Miller School of Medicine.
- He has served on committees of the American Society of Echocardiography, the American College of Cardiology, and the Society of Atherosclerosis Imaging (founding member).
- He was recently elected to serve on the board of directors of The American Dietetic Association Foundation.

How South Beach Began

- The goal was not to develop a diet or create a diet book
- The goal was to help his overweight heart patients' get their diets under control
  - Reasoning is because patients on the American Heart Association diet plan had poor results
- Began to investigate insulin resistance and applied this to a revised diet plan for patients
- Positive results were then presented to the American College of Cardiology and the American Heart Association (AHA). From there, the South Beach Diet was born in 2003

The South Beach Diet IS

- A program that consists of 3 phases:
  - Phase 1- two week carb restriction
  - Phase 2- re-introduction of “good carbs”
  - Phase 3 – maintaining the course
- Teaches individuals to make better food choices:
  - Good fats versus bad fats
  - Good carbs versus bad carbs
  - Choosing food sources high in fiber
  - Choosing nutrient dense foods versus empty calorie foods

The South Beach Diet is NOT

- A low carb diet—There is a carb restriction in the first two weeks, however, good carbs are slowly reintroduced in Phase II
- A low fat diet—The author encourages replacing bad fats with good fats
Individuals Who Would Benefit

- Diabetics
- People with heart disease
- People who are overweight

The Glycemic Index (GI)

- Is a ranking system indicating the potential of foods to raise blood glucose and insulin levels
- Foods with high GI cause sudden large increases in blood glucose and insulin
- Foods with low GI cause low to moderate fluctuations in blood glucose

*Thompson & Manore, 2006*

Continue—Glycemic Index

- Consuming low-glycemic index foods has been shown to reduce an individual's risk of cancer and heart disease
- Lowers their LDL's and raises HDL's
- Glycemic Index Values:
  - Low GI Food—less than 55
  - Medium GI Food—55 and 70
  - High GI Food—more than 70

MyPyramid Daily Food Intake

<table>
<thead>
<tr>
<th>GRAINS</th>
<th>VEGE</th>
<th>FRUIT</th>
<th>MILK</th>
<th>MEAT/BEANS</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 oz</td>
<td>2.5 cups</td>
<td>2 cups</td>
<td>3 cups</td>
<td>5.5 oz</td>
</tr>
</tbody>
</table>

Other info: oils – 6 tsp, discretionary items—267 calories
**Phase I**

- Phase I is a very strict, lasting two weeks, requiring discipline and the support of family and friends.
- During this period, the dieter will either eliminate all intake of carbs or limit intake to low glycemic carbs.
- Emphasis placed on balanced, well proportioned meals, that bring dieter to satiety.
- Dr. Agatston noted that his patients had lost an average of 8 to 13 pounds during this phase although it was primarily water loss.

**Phase I Foods**

**Restricted Foods**
- Bread
- Pasta
- Rice
- Foods containing sugars
- Fruits
- Vegetables, high in carbohydrates—peas, carrots, corn, yams and beets

**Unrestricted Foods**
- Most vegetables—bell peppers, tomatoes, cucumbers, all leafy greens, cabbage, broccoli, and avocado to name a few
- Eggs
- 1% or Non-fat Dairy products
- Low fat cheeses—6 gr fat or less
- Light soy sauce
- Balsamic or Red wine vinegar
- Mustard/low fat mayonnaise
- Seafood—salmon, halibut and shell fish
- Lean meats—tofu, poultry, turkey bacon, lean beef
- Nuts
- Black coffee/tea
- Seltzer and diet sodas
- Sugar free—candy, ice cream, gum and jello
- Oils—flax, canola, peanut, sesame and extra-virgin olive

**Phase II**

- In phase II, the dieter reintroduces “good carbs” into the routine.
- The dieter to remain in Phase II until weight loss goal is achieved.

**Phase II Foods**

**Starches**
- Whole-grains
- Rice, wild or brown
- Popcorn, air popped
- Pasta, whole-wheat

**Vegetables & Legumes**
- Beans
- Carrots
- Pea, green
- Potatoes

**Miscellaneous**
- Chocolate, bittersweet
- Chocolate, semi-sweet
- Fat-free/Sugar-free Pudding
- 1-2 svgs wine daily—red or white
- 4 oz. low-fat / non fat yogurt

**Fruit**
- Apples
- Bananas
- Grapefruit
- Oranges
- Strawberries

**Starches**
- Whole-grains
- Rice, wild or brown
- Popcorn, air popped
- Pasta, whole-wheat

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- Oranges
- Strawberries
Phase III

- The program transitions from a diet to a maintenance phase
- There is no longer a food list—by now, the dieter has obtained the knowledge necessary to make better food choices and sustain a healthier lifestyle.

What to eat, What not to eat

**Good Carbs**
- Whole grain products
- Brown rice
- Bananas
- Corn
- Peas

**Good Fats**
- Extra-virgin Olive Oil
- Flax seed oil
- Nuts
- Avocado
- Fish-Salmon

**Bad Carbs**
- White bread
- Potatoes
- White rice
- Cakes/cookies
- Sugared cereals

**Bad Fats**
- Lard/Butter
- Mayonnaise
- Half & Half
- Creamy, full fat dressings (ranch)
- Fatty cuts of meat

Alliance with Kraft Foods

In 2005, South Beach Diet partnered with Kraft to create a line of products that dieters may purchase at the grocery store for added convenience.

Summary—the Cons

- Two week phase may be challenging to complete
- There are no parameters around caloric and fat intakes which can mislead dieters to overeat
Summary—the Pros

- It educates dieters on making healthier food choices
- Eating to fullness, not overeating
- Recommends 30 minutes of low to moderate exercise, three to five times per week (Agatston, Prevention.com)
- The program is simple and easy to follow with proven results:
  - According to Prevention Magazine on a 12-week study of 40 overweight patients, those on the south beach diet lost an average of 13.6 pounds, compared to those on the “Step II” AHA diet, who only lost an average of 7.5 pounds.
  - Those on the South Beach Diet also had reduced hip to waist ratios and reduced triglyceride levels.

A Purification Program

- May also be referred to as a detoxification (detox) or a cleansing program
- Is a temporary program, lasting between two to three weeks, claiming a set of results
- May include one or all—food restrictions, fasting, herbal and dietary supplements, colonic irrigation and enemas
- Is considered an alternative health program and has not been evaluated or recommended by the FDA

What is Purification

- The process of addressing the natural toxins in the body
- The program argues that extra purification is required to combat our high exposure to foreign substances and the over consumption of chemically-treated, synthetically-produced foods
- Purification emphasizes the cleansing of elimination organs: liver, digestive tract, kidneys, bladder, lymphatic system, lungs and skin
Toxins / By-products

- Pesticides
- Air pollution
- Water pollution
- Overexposure to sun
- Cigarette smoke
- Alcohol
- Chemical food additives
- Ammonia
- Carbon dioxide
- Free radicals
- Waste products

Purification Programs are NOT Recommended for

- Pregnant or breast-feeding mothers
- Children
- People taking prescription medication
- People with specific diagnosed illnesses (including mental illnesses and alcohol or drug dependency)

http://detox.org/masterchart.html

Programs on the Market

- Dr. Joshi’s Holistic Diet
  - Celebs: Gwyneth Paltrow, Kate Moss, Cate Blanchett
- The Master Cleanser--Lemonade Diet (also known as the Maple Syrup Diet)
  - Celebs: Beyoncé and Angelina Jolie
- Standard Process Purification Program
- Spa and Hotel – detox retreats menus
  - Spa: We Care Spa, in California

SP Purification Program

- The program has two options:
  - Garden Variety
    - Supplementation
    - unlimited fresh, organic vegetables and fruit (2:1 ratio)
  - Wholesome Medley
    - Supplementation
    - unlimited fresh, organic vegetables and fruit (2:1 ratio)
    - 1-2 eggs per day
    - 3-4 oz unseasoned lean meat, fish, or poultry (twice daily)
    - 2 servings brown or wild rice per day (1 cup=1 serving)
- Both programs recommend that you walk at least 4 times per week for 30-45 minutes (no strenuous exercise)
Food Intake: Weeks 1 - 3

**UNLIMITED FRESH VEGETABLES**
- Collard greens *
- Dandelion greens
- Mustard greens
- Mixed greens
- Kale *
- Swiss chard *
- Radishes
- Brussels sprouts *
- Broccoli *
- Celery
- Spinach
- Carrots
- Onions *
- Cabbage *
- Asparagus *
- Mushrooms
- Cucumbers
- Artichokes *
- Red/yellow/green peppers
- Red beets *

* May be steamed for four minutes

**SALADS WITH UNLIMITED FRESH VEGETABLES**
dressings are not permissible
Nuts, seeds and beans (including green beans) not permissible

**FRUIT - TWICE AS MANY VEGETABLES AS FRUIT**
- Apples
- Bananas
- Berries
- Oranges
- Grapes
- Melons
- Tomatoes

**SPRING WATER (AT LEAST 8 GLASSES PER DAY)**

Supplement Intake: Weeks 1-3

<table>
<thead>
<tr>
<th>WEEK ONE</th>
<th>Units</th>
<th>Per Day</th>
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<tbody>
<tr>
<td>SP Complete shakes</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>Gastro-Fiber capsules</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>SP Cleanse capsules</td>
<td>7</td>
<td>3</td>
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<table>
<thead>
<tr>
<th>WEEK TWO &amp; THREE</th>
<th>Units</th>
<th>Per Day</th>
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</thead>
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<tr>
<td>SP Complete shakes</td>
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<tr>
<td>Gastro-Fiber capsules</td>
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<td>3</td>
</tr>
<tr>
<td>SP Green Food capsules</td>
<td>5</td>
<td>2</td>
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</table>

**OPTIONAL SUPPLEMENTS**

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<tr>
<th></th>
<th>Units</th>
<th>Per Day</th>
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</thead>
<tbody>
<tr>
<td>Tuna Oii Omega 3 Capsules</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Whey protein-no flavoring-w/ shakes</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>Gymnema tablets (for sugar cravings)</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>Thyroid Complex Tablets (weight loss)</td>
<td>2</td>
<td>2</td>
</tr>
</tbody>
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SP versus MyPyramid

- With MyPyramid, a 31 year old female, with high activity levels, would consume approximately 2300 calories with a nutrient intake of around:
  - Protein 46g
  - Carbohydrate 330g
  - Fiber 33g
  - Fat 74g
  - Saturated 24g

- With SP, even with supplementation, it would be very difficult to achieve these intakes in either program, especially the “vegetable medley” option

Health Concerns

- This program does not meet an accepted carbohydrate intake, thus leaving participant with reduced glucose to meet the needs for healthy brain function. Ketones do step in, but over a duration of 21 says, I can not see this as having healthy consequences

- The diet does not meet the intake for Calcium and does not provide source for Vitamin D (from my research). Concerned as to how participant achieves Calcium absorption?

- Fatigue, headaches, irritability are all side effects present during the program
SP Supplement Quality

- Organic farming methods
  - Midwest Organic Services Association (MOSA)
  - MOSA is an accredited USDA National Organic Program
- Advanced processing techniques
  - Plants washed and processed immediately
  - Do not use conventional water separation methods
  - Low-temperature, high-vacuum drying techniques
  - Preserves enzyme benefits and nutrition potential
  - Processed to stay intact—complete nutritional compounds, rather than isolated components
  - Packaging—packaged in dark brown glass to promote freshness and prevent break down of nutrients

Supplement Quality continued

- Effective quality assurance
  - Degreed chemists and microbiologists at SP facilities working “to ensure consistent quality and safety”:
    - Raw materials
    - Product batches
    - Finished products
- Research & Development
  - Clinical Research – work with a variety of research and education groups to facilitate advancement and education in the field
  - Graduate Medical Education Program—sponsorship
    - Began in 2002; was first nutrition products company to a program of this type in the industry

SP Cleanse

Claimed Benefits:
- Healthy kidney function:
  - Juniper berries, collinsonia
- Blood & lymphatic system function:
  - Red clover, burdock, Oregon grape root
- Healthy gastrointestinal elimination:
  - Fenugreek seed powder
- Healthy liver detoxification function
  - Milk thistle and apple pectin
- Break down of toxins in the system
  - Barley grass (contains valuable digestive enzymes)

Supplement Facts:

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<tr>
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<th>%DV</th>
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<tbody>
<tr>
<td>Calories</td>
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</tr>
<tr>
<td>Vitamin C</td>
<td>3 mg</td>
</tr>
<tr>
<td>Iron</td>
<td>1 mg</td>
</tr>
<tr>
<td>Sodium</td>
<td>10 mg</td>
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</table>

SP Complete

Vegetarian Supplement Shake

Claimed Benefits
- Healthy cardiovascular system & nervous system function
- Provides strong antioxidant protection
- Supports healthy digestive function

Supplement Facts:

<table>
<thead>
<tr>
<th></th>
<th>%DV</th>
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<tbody>
<tr>
<td>Calories</td>
<td>90</td>
</tr>
<tr>
<td>Calories from Fat</td>
<td>9</td>
</tr>
<tr>
<td>Total Fat</td>
<td>1 g</td>
</tr>
<tr>
<td>Cholesterol</td>
<td>10 mg</td>
</tr>
<tr>
<td>Total Carbohydrate</td>
<td>5 g</td>
</tr>
<tr>
<td>Dietary Fiber</td>
<td>2 g</td>
</tr>
<tr>
<td>Protein</td>
<td>10 g</td>
</tr>
<tr>
<td>Calcium</td>
<td>200 mg</td>
</tr>
<tr>
<td>Iron</td>
<td>2 mg</td>
</tr>
<tr>
<td>Sodium</td>
<td>60 mg</td>
</tr>
</tbody>
</table>

Ingredients:  Whey (dairy) protein powder, flax meal powder, brown rice protein powder, calcium citrate, magnesium citrate, buckwheat juice powder, Brussels sprouts (whole plant), kale, choline bitartrate, inositol, barley grass, alfalfa juice powder, soybean lecithin powder, grape (seed) extracts, carrot powder, and red wine extract
### Gastro-Fiber

#### Claimed Benefits
- Healthy digestive function
  - Cleanse/stimulate peristalsis
  - Encourage natural bacteria growth
- Stimulates liver cleansing
  - Stimulate liver metabolism
  - Cleanse the blood

**Supplement Facts:**
- **Serving Size:** 3 capsules
- **Servings per Container:** 50
- **Calories:** 6
- **Dietary Fiber:** 500 mg (2% of DV)
- *Percent Daily Values (DV) are based on a 2,000 calorie diet.*

**Ingredients:** Psyllium (husk) powder, collinsonia (root) powder, apple pectin, fennel (seed), and fenugreek (seed) powder, cellulose, water, and calcium stearate

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### SP Green Food

#### Claimed Benefits
- Organically-grown whole food concentrates
- Kale & brussels sprouts
  - contain valuable phytonutrients
  - Promote liver detox enzymatic activity
  - Stimulate cellular repair – damaged cells

**Supplement Facts:**
- **Serving Size:** 2 capsules
- **Servings per Container:** 75
- **Calories:** 2.6
- **Buckwheat Juice** 200 mg Powder
- **Barley Grass Juice** 100 mg Powder
- (Organically grown)

**Ingredients:** Brussels sprout powder (whole plant), kale powder, alfalfa sprout powder, cellulose, water and calcium stearate

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### Are the Claims Founded?

#### Increased energy/vitality
- Possible, but could also be attributed to adequate water intake and healthier additions to diet

#### Weight reduction & improved health
- Possible, but weight reduction will also come from reduced caloric intake and change of diet simply by eating healthier foods

#### Improved digestion, physical appearance & clearer thinking
- Healthier food choices can improve digestion and our appearance, so it is again subjective as to what is actually providing the benefit in the program

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### Are the Claims Founded-cont.

#### Removal of food addictions
- Believe this is more individual discipline to wing themselves off of products

#### Increased elimination
- This field has had very little scientific research conducted that is available to the public. Therefore, this statement cannot be confirmed

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Standard Process: Gastro-Fiber_4615, 12/05

Standard Process: SP Green Food_4650, 12/05

Standard Process: Pamphlet L2605, 01/06
The Verdict

- The Pros:
  - An opportunity to kick-start a healthy lifestyle or slimming regime
  - Participants who complete the program claim to see positive results

- The Cons:
  - There is no evidence to support the claims that the program helps in the removal of toxins
  - Costly program—supplements cost $250
  - Periods of starvation, present in some detox programs, have potential for negative health consequences (this not practiced in SP program)

The Media, Body Image and Eating Disorders

“To the extent that media messages like advertising and celebrity spotlights help our culture define what is beautiful and what is ‘good,’ the media’s power over our development of self-esteem and body image can be incredibly strong.”

2005 National Eating Disorders Association

Media’s Influence in Our Lives

- The average adolescent see 5,260 “attractiveness messages” per year (Myers, et al., 1992)
- In teen magazine, 74% of fitness articles, cited “to become more attractive” as a reason to start exercise and 51% noted the need to lose weight or burn calories. (Guillen & Barr 1994)
- Women’s magazines had 10.5 times more advertisements and articles promoting weight loss than men’s magazines (DiDomenico and Andersen (1988)
$46 Billion Spent in 2004 on Diet Products and Self-Help Books

- Jenny Craig
- NutriSystem
- Atkins
- Weight Watchers
- Zone
- Ornish
- South Beach
- Slim Fast
- Sugar Busters!
- Subway
- Grocery Bill of Same Food Items

Includes book(s), membership fees, averaged over 6 months.

Price reflects cost per week.

How About Money for Research?

Prevalence of Illness

Eating Disorders, 10,000,000, 60%
Alzheimer's Disease, 4,500,000, 27%
Schizophrenia, 2,200,000, 13%

Research Funds Allocated by the National Institute of Health

Eating Disorders, $12,000,000, 1%
Alzheimer's Disease, $647,000,000, 64%
Schizophrenia, $350,000,000, 35%
Children and Diets

- Young girls are more afraid of becoming fat than they are of nuclear war, cancer, or losing their parents
- 50% of 9-year-old girls and 80% of 10-year-old girls have dieted
- 42% of 1st – 3rd graders want to be thinner
- 46% of 9 - 11 year olds are “sometimes” or “very often” on diets

2005 National Eating Disorders Association and Largesse, the Network for Size Esteem

Gender Differences Regarding Dieting and Body Shape

- Promise dramatic, rapid weight loss
- Nutritionally unbalanced or low in kilocalories
- Use liquid formulas rather than food
- Fail to encourage permanent, realistic lifestyle changes
- Contracts for expensive, long-term programs
- Promote “gimmicky” weight loss aids

Consider Medical Issues as Contributing Factors to Weight Gain

- Diabetes
- Pregnancy
- Depression
- Hormone Disorders
- Yeast or Intestinal Parasites
- Food Allergies
What you Should Know About Dieting.

- “Yo-yo” dieting has negative health effects, including increased risk of heart disease, long-lasting negative impacts on metabolism, etc.
- Dieting forces your body into starvation mode, slowing down normal functions to conserve energy, and thus, slowing metabolism.
- Important nutrients are missed.

Physical Consequences of Dieting

- Loss of muscular strength and endurance.
- Decreased oxygen utilization.
- Thinning hair.
- Loss of coordination.
- Dehydration and electrolyte imbalances.
- Fainting, weakness, and slowed heart rates.

Adopt a Healthy Lifestyle and Get Help from Qualified Professionals

- Check with your health care provider before making any major changes.
- Check nutrition counselor’s credentials.
- Be honest with yourself about calorie intake and energy expenditure.
- Remember it took time to gain weight. It will take time to lose it, and keep it off. Be patient and consistent.
- Work towards realistic goals. Know where you are at.
- Take care of yourself mentally, spiritually and physically!
References