

RED FLAG ALERT! HOW TO SPOT A FAD DIET

There are many diets out there, and it feels like every year a new diet is offering the next big “miracle” solution. However, it’s important to recognize that not every diet out there is all it claims to be. Some may offer temporary weight loss but are impossible to sustain. Others may have compelling testimonials or amazing before and after images. Many diets are not rooted in science and following them can lead to long-term health issues. Let’s talk about how to spot fad diets and know when to walk away.

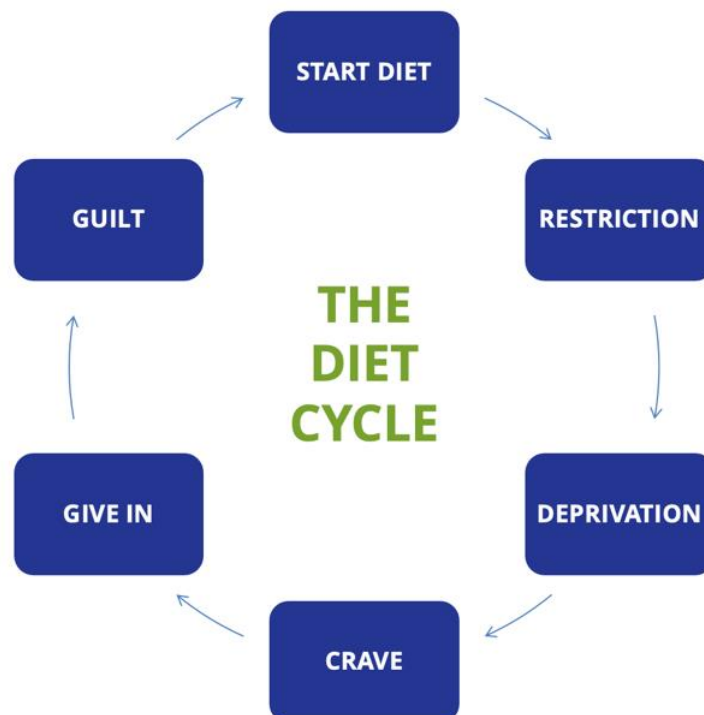
WHAT ARE FAD DIETS?

FAD can mean “**F**ast **A**cting **D**iet.” These types of plans are sold as the best and fastest way to lose weight. However, many of these diets involve eliminating foods or nutrients that are important for our overall health. Often, you’re told something is “wrong” with your body that can simply be fixed if you follow this plan or program. However, most of the promises these diets make aren’t rooted in science and have little research to support the claims, safety, or effectiveness of the diet approach.

All fad diets have one thing in common: They propose a temporary solution to what for many people is a lifelong problem. Once the diet is stopped, the lost weight is usually regained quickly, and often additional weight is gained back. This is because fad diets don’t focus on lifestyle modification, which is necessary to keep the weight off, and these diets aren’t sustainable throughout life.

THE DIET CYCLE

Remember this: the diet industry is a multi-billion-dollar industry with one common goal: to make money. In fact, diets are essentially designed to fail so you continue to invest in them. This cycle may look familiar to you:



Dieting is a VISCIOUS cycle! And yet we continue to fall into this cycle. Why? "Because THIS TIME it will be different." BUT, as the saying goes, doing the same thing over and over and expecting different results is the definition of insanity. In the end, instead of achieving our goal of weight loss, all we may be left with is a slower metabolism, risk of malnutrition, and an overall unhealthy relationship with food and our body. Let's look at how to spot a FAD diet, and instead create healthy habits that promote long-term health and sustainable weight maintenance- all while still getting to enjoy your favorite foods!

HOW TO SPOT A FAD DIET

There is no set way to spot a FAD diet, but they often have similar red flags including:

- Promises a quick fix or rapid weight loss
- Sounds too good to be true
- Limited food choices or restricts entire food groups
- Labels foods as "good"/ "bad" or uses some other system to categorize foods
- Requires the purchase of specific food items, supplements, books, or products
- Program relies on a "miracle" pill, herb, or extract that may not be tested for safety
- Promises results with no exercise needed
- No flexibility and difficult to follow if dining out or traveling
- Features personal or atypical stories
- Simplistic conclusions drawn from complex study OR recommendations based on a single study
- Recommendations based on non-peer reviewed studies or studies done by the company
- Cited research is based on animals, has small study size, or non-diverse populations
- "Scientific" claims not actually rooted in or backed by science
- Program or diet is endorsed by a celebrity, doctor, or influencer
- Has suspicious before & after photos
- Has a definitive timeframe or end date
- The product or program is being sold to you by a non-healthcare professional or someone not qualified to provide nutrition or medical advice

THE REAL SECRET TO WEIGHT LOSS SUCCESS

It may not be a "miracle" or "groundbreaking," but the basics of weight management work for a reason:

- Slow and steady wins the race for long-term success
- Healthy weight loss is 0.5-2 pounds per week
- Consistency is key, but so is finding flexibility
- Weight management is a combination of lifestyle factors

7 EFFECTIVE WEIGHT MANAGEMENT HABITS

How many of these are you doing on a consistent basis?

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|--|----------------------|
| 1. Meal Planning | 5. Get Moving |
| 2. Avoid Skipping Meals | 6. Manage Stress |
| 3. Eat a Balanced Diet (and Stay Hydrated) | 7. Get Quality Sleep |
| 4. Eat Mindfully | |

Based on this list:

- Which habits are you already doing?
- Which habit can you focus on addressing next?
- What can you do MORE of to promote a healthy lifestyle?