

WHY DIETS DON'T WORK

Objective:

The purpose of this presentation is to better explain the counterproductive aspects of “dieting” which are often overlooked by everyday consumers. During this lecture I will be explaining several different pieces of “dieting” which may burden the clients lifestyle and in turn contradict their health goals. After leaving the presentation the attendees should be given the tools and understanding necessary to make realistic lifestyle changes which incorporate healthy nutrition and avoid unnecessary dietary propaganda.

Primary Topics:

- Excessive Restriction in Calories Slows Metabolism
As the client begins to deprive themselves of calories during overly restrictive diets their metabolism begins to slow in order to maintain homeostasis. Once the client returns to normal eating patterns after finishing the set “diet” they begin to gain more weight than when they started their diet regimen due to the reduction in metabolic rate.
- Symptoms of Caloric Restrictions
A more in depth look into health complications which further set clients back in reaching their health and fitness goals. Symptoms include reduced exercise tolerance, low blood sugars, increase susceptibility to illness and infection,
- Unnecessary Spending on Weight Loss Pills and Supplements
Weight loss has been big business over the last several years as more consumers are searching for ways to lower the numbers on the scale. Data suggests that Americans spend between 40 to 50 billion dollars annually on weight loss. Weight loss pills have received further attention as well as supplements which claim big results with little effort. However purchasing such products puts clients at risk of developing certain health complications. Many popular brands such as hydroxycut have been under investigation for causing liver failure and supplement companies have been found to contain as little as 30% of what the product advertises.
- Restrictive Diets May Lead to Disordered Eating
Clients who undergo a weight loss program may be increasingly restrictive with their food choices which in turn leads to excessive focus of weight / food relationships. Often times those who undergo rigorous dieting become obsessive of their body image. The client may avoid social gatherings and other events which include dietary choices which do not fit their desired nutritional needs. As the client continues to restrict their nutrition and obsess over body image they unknowingly build unhealthy habits which can become difficult to break.
- How a Healthy Diet Should Feel
I will be discussing how a diet should look and feel. By taking into account the client's, lifestyle, goals and other influencing factors, they will be better able to accommodate the implementation of a balanced diet. The client should not feel deprived nor avoid entire food groups in general.