



# Fad Diets

Some of the more popular fad diets make alluring claims about “guaranteed” success in no time and with very little effort. It’s no wonder people continue to dabble in fad diets. But if these diets truly work, why are so many Americans still overweight? And, if they don’t work, why do Americans continue to buy into them?

## Sensational vs. Sensible

Ah, the seduction of the quick fix! Rather than taking a sensible, lifestyle approach to weight loss, fad diets tend to sensationalize messages in hopes of capturing a share of the lucrative diet market. Many fad diets espouse the “miracles” of some foods or food groups while condemning others.

Such fad diets seem to make weight loss simple by proposing taking a hard line about food choices. But repeat dieters and health experts alike know that setting severe limits on food choices is a recipe for failure. Despite stories of short-term success, such regimens have a high failure rate because even the most motivated participants have a hard time sticking with menus that don’t forgive deviations from limited food choices and exacting portion sizes. They just don’t take into account the real world of personal taste preferences, time constraints, and varying kitchen skills.

Such restrictive diets can be unbalanced and lead to dangerous nutrient deficiencies. People on them can feel “zapped” of energy. So it’s not surprising that the extremist approaches to food selection are not endorsed by major health organizations.

The American Dietetic Association, which represents nearly 65,000 dietitians, recommends a healthy eating plan that can be followed for a lifetime:

- Eating a variety of foods while watching portion sizes and calories along the way<sup>1,2</sup>.

- Likewise, the 2005 Dietary Guidelines suggest building a healthy diet from a variety of nutrient-packed foods and beverages and does not categorize specific foods as good or bad<sup>3</sup>.

## Weight Loss, at What Price?

Why are there so many success stories documenting rapid weight loss on fad diets? Simple: **Any diet that restricts calories will lead to weight loss.**

Because they severely restrict food choices, fad diets are typically very low in calories. Cutting carbohydrates out of the diet essentially eliminates four of the five major food groups. With so few foods to choose from, less food is consumed; and, voila! – weight is lost.

The promoters of many fad diets would lead consumers to believe vegetables, particularly those high in starch content, are fattening. This is untrue! Starchy vegetables are generally low in fat or fat free, and low in sodium. Starchy vegetables provide so much more than calories – many are also high in essential vitamins and minerals. Take the potato, for example. A medium-sized potato with skin, weighing in at 5.3 ounces, provides 110 calories, no fat and nine percent of the daily value for carbohydrate. It rivals other fruits and vegetables in fiber content, has nearly half the daily requirement for vitamin C, provides more potassium than a banana and is a good source of vitamin B6.

Weight lost on fad diets can be fast but fleeting. Our metabolism is such that the body can only shed about one to two pounds of body fat per week while keeping lean body mass and fluid stores intact. Losing more than two pounds per week is a clue body fluid and/or lean tissue – not fat – is being eliminated. What’s more, weight that is lost rapidly is generally regained equally rapidly (plus a couple extra” pounds) once the individual goes “off” the diet.

There is a better, more positive way to cut calories.

### Sound Advice (at last!)

Prevailing science shows calories still count. The simplest way to monitor calories is to reduce portion sizes. This doesn't have to mean bringing out your scales and measuring spoons. Read food labels; portion out foods from boxes or bags, and use visual clues like these from the National Heart, Lung and Blood Institute

(<http://hp2010.nhlbi.nih.gov/portion/servingcard7.pdf>) to size up a serving:

- One slice bread = cassette tape
- One half cup of rice, fruit or most vegetables = half a baseball
- One medium piece of fruit or potato = a fist
- One cup of chopped greens = a baseball
- 3-ounce serving of meat = a deck of cards
- 1 ½ ounce of cheese = 4 stacked dice

Practice caution with fad diets since there isn't enough good research to support their effectiveness or safety for the long-term. A sound weight management program should be based on scientific research and have flexible menus featuring a variety

of foods. It should recommend regular exercise, gradual weight loss and guidelines for weight maintenance for long term success.

Refer to the following clues adapted from The International Food Information Council<sup>4</sup> for spotting a fad diet:

- Claims or implies a large or quick weight loss of more than 1 to 2 pounds per week.
- Promotes magical or miracle foods.
- Restricts or eliminates certain foods, recommends certain foods in large quantities, insists on eating specific food combinations, or offers rigid, inflexible menus.
- Implies that weight can be lost and maintained without exercise and other lifestyle changes.
- Relies heavily on undocumented case histories, testimonials, and anecdotes, but has no scientific research to back claims.
- Contradicts what most trusted health professional groups say, or makes promises that sound too good to be true.

1) Position of the American Dietetic Association: Weight management. *J Am Diet Assoc.* 2002;102:1145-55.

2) Freeland-Graves, J, Nitzke, S. Position of the American Dietetic Association: Total diet approach to communicating food and nutrition information. *J Am Diet Assoc.* 2002;102:100.

3) U.S. Department of Health and Human Services/U.S. Department of Agriculture. Dietary Guidelines for Americans 2005. Available at: <http://www.health.gov/dietaryguidelines/dga2005/document/>. Accessed January 25, 2007.

4) IFIC Foundation. Fad diets: Look before you leap. *Food Insight.* March/April 2000.

**For healthy recipes and nutrition information, go to: [www.potatogoodness.com](http://www.potatogoodness.com).**

