

Fad Diet Red Flags:

- **Sounds too good to be true:** *If it were that easy for everyone to lose weight, why do so many people struggle with their weight?*
- **Promises fast results:** *losing more than 1-2# per week is not healthy and most likely not primarily fat. Rapid weight loss results in a slowed metabolism...the body perceives it to be a threat to survival... so it will hold on to that fat (what you want to lose) as a last resort.*
- **Limited or no exercise component:** *weight management takes both nutrition AND physical activity. Weight loss is more permanent when exercise is a consistent component.*
- **Eliminates specific foods or food groups:** *ALL foods can fit into a healthy lifestyle. Balance and moderation are key.*
- **Drastic calorie restriction:** *not only slows metabolism, but leads to feelings of deprivation or the "all or nothing" mentality. Most fad diets are quick fixes and once you stop following them, you gain the weight back (+more).*
- **Expensive 'miracle' supplements:** *there are no magic diet pills, meal replacements, or elixir that will keep weight off.*
- **Promoted by celebrities or individuals with no credentials:** *these people are endorsers that get paid for advertising programs/products that usually are not evidenced based or clinically researched.*

