

Quick fix diets do NOT work – don't be fooled by them!

So many people fail to achieve their desired weight because it does not happen overnight. When you're looking to lose weight, don't get tempted by a quick fix or a fad diet, they simply *DO NOT WORK!* You do not become over weight over night so don't expect to lose weight over night. There are lots of diets out there promoting rapid weight loss. Don't be fooled! There is only one way to lose and maintain weight loss and this is by eating a healthy and balanced diet and exercising regularly.

Don't be taken in by anything that:

- **Offers rapid weight loss of more than 2lbs per week:**
To lose 2lbs per week, you have to reduce your calorie intake by 7,000 calories (1,000 calories per day). To reduce your calories further would have a detrimental effect on your metabolism (a drop in your metabolic rate) and would cause muscle loss. This will consequently make it harder to keep body fat levels down and increases the chances of you regaining weight.
- **Suggests that you reduce your calories below 1,500 calories:**
This will also have a detrimental effect on your metabolism and muscle mass, sabotaging your weight loss in the future.
- **Involves excessive exercise:**
This may help you to lose weight in the short term but can you sustain this and are you at risk of over training and injury? A training plan has to fit into your current lifestyle.

- **Promotes a solution that does not involve a change to your lifestyle:**

You absolutely cannot achieve sustainable weight loss without a change in your lifestyle. You must adopt a new approach to exercise, health and fitness. It is about creating long term, sustainable changes. It is about a change in thinking, exercise style, lifestyle and nutritional choices.

- **Promotes taking supplements to enhance weight loss:**

Supplements can have an adverse effect on your body and can be extremely expensive. If you rely on supplements, be prepared to rely on them for the rest of your life! If you have a good all round diet, there is no need to take supplements.

- **Promotes the exclusion of an entire food group e.g. wheat:**

If you avoid wheat, you also avoid important nutrients such as calcium, iron, niacin, riboflavin, folate and thiamine.

- **Recommends eating one type of food or suggests eating or avoiding foods in particular combinations:**

This is not a healthy approach to weight loss; it requires lots of preparation and can be extremely boring. How likely are you to maintain this type of eating pattern?

- **Promotes a miraculous piece of exercise equipment:**

You do not need lots of different types of equipment to lose weight. You can even exercise without equipment at home.

- **Promotes detox:**

Most detox plans are restrictive and eliminate multiple food groups which starve your body of the nutrients it needs. By providing your

body with the nutrients it requires, you can enhance its own natural detoxification process.

- **Recommends a strict diet plan:**

These are frustratingly hard to adhere to and can induce the feeling of failure when you finally give in.

If you think of losing weight as going on a 'diet', you are setting yourself up to fail. Most people associate diets with *restriction, deprivation, excessive hunger* and this can be damn right miserable! Diets are also seen as *temporary* suggesting that you will return to your old habits once your will power diminishes.

To be successful, you need to change the way you think about food. You need to make a lasting commitment to make the majority of your food nutrient rich and packed with goodness to nourish your body and keep you healthy and fighting fit. This mind shift will enable you to maintain a healthy and manageable relationship with food for the rest of your life.

The first step is in understanding what types of foods will nourish your body.