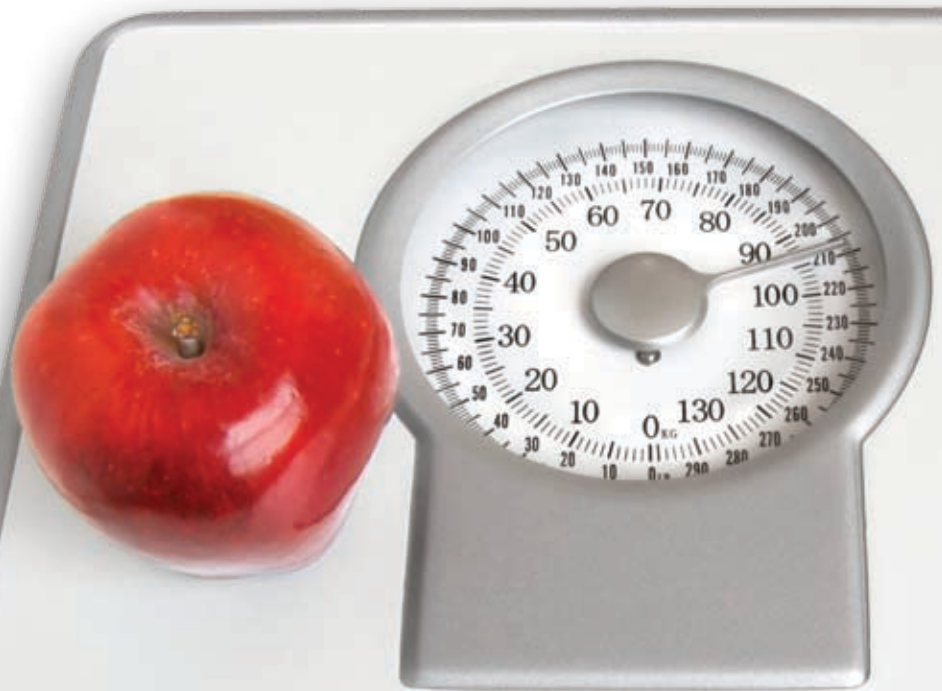


Which Diets Are Best?

A Low-Cost Programming Idea
To Help Your Employees Choose
The Right Weight Loss Approach



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These days, it seems that everyone is concerned about losing weight—and for good reason. With the majority of the population now overweight and/or obese, health researchers have been warning us of the devastating consequences of carrying too much weight.

As a result, many Americans have become diet-crazed; frantically searching for the magic bullet—that “one” perfect approach that’s finally going to help them shed unwanted pounds once and for all.

But which diets are best?

A New Study Sheds Some Light

Interestingly, that was the very question that Researchers at the Harvard School of Public Health and the Pennington Biomedical Research Center were interested in answering.

According to CNN, Researchers put four popular diets—high-carb, high-fat, low-fat and high-protein—to the test to see which of the regimens resulted in more weight-loss success.

After two years of monitoring the participants, study co-author Dr. Frank Sacks, a professor of cardiovascular disease prevention at the Harvard School of Public Health, concluded that “all the diets were winners.” Indeed, all produced weight loss and improvements in lipids and reduction in insulin.

It’s Calories That Count!

According to the CNN article, the key finding was that it’s the calories consumed that really matter. It’s not the content of fat or carbohydrates, it’s just calories. In fact, the diets targeted at carbohydrates, proteins or fats all result in similar results, *as long as calorie intake was reduced.*

Here’s how the study was conducted.

Under the supervision of Researchers, overweight participants had a 750-calorie reduction per day. An average-sized male who consumed 2,800 calories a day was prescribed just over 2,000 calories and a woman who ate 2,000 calories a day was prescribed 1,250 calories.

To ensure a balanced approach, all diets were compatible with American Heart Association guidelines and the study did not give the participants food. For the first 10 days, participants did however receive menus and then, after this time, were assigned to create their own using the healthy food options.

Again, regardless of diet, most participants had experienced weight loss after six months, losing an average of 13 pounds.

The findings are published in the latest edition of the *New England Journal of Medicine* and I encourage you to read the recent CNN article online at www.cnn.com/2009/HEALTH/02/25/best.diet/index.html to learn more.

A Low-Cost Programming Idea

There are a number of credible and healthy approaches to losing weight at our disposal today—but they can be awfully hard for the average person to find. To help your employees understand more about some of the most reputable approaches to losing weight, we’ve compiled the following list and descriptions of each diet so that you can circulate it to your employees. The list is not meant to be a comprehensive and/or definitive one; nor is it meant to be an endorsement. Rather, it’s a modest and brief list of some of the best approaches by some of the best health minds in the country—and it can help your employees if you get it out to them.

As a low-cost informational strategy, simply circulate a copy of the attached document to your employees by making photocopies or simply attaching the PDF to a friendly email—again, it’s a low-cost strategy to help those who are looking for a little more direction.

Yours in good health,



Dr. David Hunnicutt
President, WELCOA



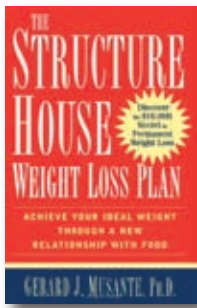
Credible And Healthy Diets

that can help you lose weight

Finding the right approach to weight loss can be difficult. Today, there are hundreds and hundreds of advertisements vying for your attention. To help make things easier, we've put together a short list of credible and healthy diets that can help you lose weight—and keep it off permanently. All of the diets have been created by very good health and medical minds and are among some of the best on the market today. This list should not be considered to be an endorsement by WELCOA nor do we receive any compensation for any of the plans listed in this article. Rather, it's our attempt as a national not-for-profit organization to help you get your hands on some useful information that can help you be healthier and live longer.

To help you put this valuable information into practice, we've simply selected the healthy and credible diets we are most familiar and created a short list. We then went to **Amazon.com** (and in the case of Weight Watchers, to their website) to obtain an overview for each of the recommended programs. We give full credit to **Amazon.com** for the descriptions and also to each of the developers of the specific weight loss plans—we believe they've made a significant contribution to losing weight healthfully and also to improving the health of people in this country.

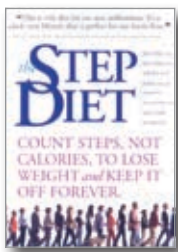
Here are our suggestions in no particular order. →



The Structure House Weight Loss Plan: Achieve Your Ideal Weight Through A New Relationship With Food

By Gerard Musante

According to author Gerard Musante, admitted food addict Oprah Winfrey has lots of company: millions of people in the U.S. don't realize that they eat not to satisfy hunger but to deal with loneliness, stress, boredom and feelings of inadequacy. Founder and director of the 30-year-old Structure House Center for Weight Control in Durham, N.C., Musante believes these emotional prompts are behind many bad eating habits and, therefore, a huge factor in the U.S. epidemic of obesity. Understanding one's relationship with food is key to Musante's approach, which emphasizes overall health and fitness, and he lays out a proactive plan to do just that, without sticking to a diet or worrying about weight: "Weight loss is important but...I'm talking about changing how you view yourself, your relationship with food, your choices about how to live your life." Musante offers common-sense strategies that have worked for thousands of Center-goers, such as identifying one's food triggers and developing coping methods for each. He also includes easy-to-follow menu plans and ways to stay on track while eating out or on vacation. Both more and less than a traditional diet, this plan proscribes a lifestyle overhaul that appeals to mind, body and spirit. (Review by Publisher's Weekly)



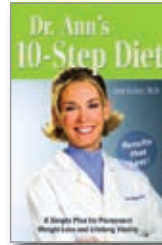
The Step Diet: Count Steps, Not Calories To Lose Weight and Keep It Off Forever

By James O. Hill and John C. Peters

Developed by weight-loss experts Drs. James O. Hill and John C. Peters, co-founders of America on the Move™, The Step Diet Book is a motivational walking program that will help millions of overweight Americans lose weight and keep it off forever.

Combining a book and pedometer—in itself a \$20 value—plus conversion charts and dozens of fat-burning Step Recipes, this is a complete package. At its core is a simple concept called energy balance. Calories come in, calories go out—and when intake is greater than output, you gain

weight. The Step Diet Book attacks the problem from both ends. First, use the pedometer to figure out how many steps you take in an average day, then raise the number by 2,000—it's as easy as pacing while talking on the phone, or parking at the far end of the lot. Second, eat one-quarter less of your food—which counteracts our tendency to supersize meals. Once balance is achieved, get fit and lose weight by adding more steps to your day. You can even enjoy a guilt-free lapse by knowing exactly how many steps to tack on at the end of your day.



Dr. Ann's 10-Step Diet: A Simple Plan For Permanent Weight Loss and Lifelong Vitality

By Dr. Ann Kulze

Americans try one quick-remedy diet after another, from low-fat to low-carb with mixed and often short-lived results. Dr. Ann's 10-Step Diet gives readers a plan they can sink their teeth into permanently. Combining her highly regarded nutritional expertise with real-world sensibility, Dr. Ann provides a straightforward, no-nonsense strategy for attaining and maintaining weight loss that simultaneously provides powerful protection against our nation's most common and dreaded chronic diseases.

Nutritionally cutting edge yet refreshingly back-to-basics, Dr. Ann's 10-Step Diet teaches readers exactly how to harness the extraordinary power the right carbohydrates, the right fats, and the right proteins provide as an effective means to lose weight for good and feel good for life. She states that the results of her surprisingly simple plan are permanent because her recommendations are 'realistic, flexible and comprehensive.' Dr. Ann tells readers not only what to eat and why, but also how to live: what to buy at the grocery store and what to avoid, how to prepare meals at home and how to dine out without sacrificing their health and weight. As an added bonus, she provides readers with ten concise steps to prevent or minimize each of ten common chronic diseases including breast cancer, colon cancer, heart disease and Type II Diabetes.

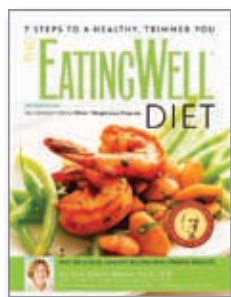




Weight Watchers

Weight Watchers developed the “four pillars of healthy weight loss” based on years of scientific research and analysis. And, according to their website, their 45 years of experience helping people lose weight has taught them that each element—Eat Smarter, Move More, Healthful Habits, Get Support—is equally important. In a nutshell, Weight Watchers doesn’t teach a person how to diet. Rather, they are dedicated to inspiring and helping people adopt a healthier way to live for the rest of their lives. As a result, individuals successfully learn how to lose weight and keep it off by living, not dieting.

For more information, be sure to visit weightwatchers.com.



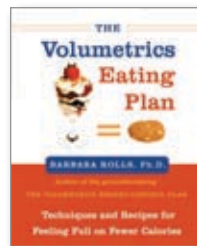
The EatingWell Diet: The University-Tested VTrim Weight-Loss Program

By Jean Harvey-Berino, Joyce Hendley, and The Editors of EatingWell

“Almost everyone knows the truth: to lose the weight, we need to eat less and move more,” says weight-management pioneer Jean Harvey-Berino. “This book is about the missing link: how to do it.”

Harvey-Berino believes that permanent weight loss only happens by changing everyday behaviors: replacing old, unhealthy habits with new ones. And clinical research proves her right: participants in her behaviorally based VTrim™ Weight Management Program lost an average of 21 pounds in 6 months—more than double that of an online commercial weight-loss program.

In a unique collaboration, The EatingWell Diet brings you the tools that helped “VTrimmers” succeed—including goal-setting, self-tracking, and controlling eating “triggers”—along with wisdom and recipes from the creative cooks and nutrition experts at the nation’s premier magazine of food and health. More than just a sensible way to lose weight, it’s a workbook for a healthy way of life.

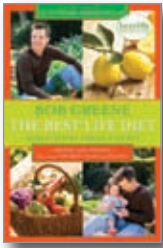


The Volumetrics Eating Plan: Techniques and Recipes For Feeling Full On Fewer Calories

By Barbara J. Rolls

Watch for flying pigs: here’s a weight-loss plan that’s sensible and simple. And for those of you who can only think of bacon when the word “pig” is mentioned, prepare to go hog wild: the Volumetrics plan is designed to let you indulge in your favorite goodies every now and then, so you’re much more likely to stick to the program. Developed by a nutritionist who has worked with the National Institutes of Health, the Volumetrics plan focuses on foods that are low in “energy density.” In other words, fruits, vegetables, and soups—all high in water content—are low in energy density, and therefore allowed in greater quantities. These foods tend to be more filling, so you eat less—and that’s how easy weight loss can result. Author Barbara Rolls includes forms for charting one’s daily food intake and weight-loss progress, as well as dozens of tempting recipes for the likes of Risotto Primavera and Chicken Fajita Pizza. After years of watching friends remove the buns from their hamburgers and banish croutons from their salads, it’s nice to see common sense making a comeback. (Review by Erica Jorgensen)



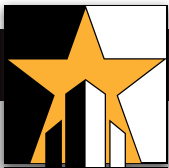


The Best Life Diet Revised and Updated

By Bob Greene (Author),
Oprah Winfrey (Foreword)

From the bestselling author of *Get With the Program!* and Bob Greene's *Total Body Makeover* comes *The Best Life Diet*, a lifetime plan for losing weight and keeping it off. Bob Greene helped Oprah achieve her dramatic weight loss, and he can help you too. You'll eat the same delicious food that Oprah enjoys, and, just like Oprah, you'll have Bob to encourage you at every step. Unlike a celebrity, however, you don't need to hire a staff of experts to aid and advise you, because Bob's plan, easily tailored to an array of tastes, lifestyles, and activity levels, acts as your personal trainer and private nutritionist. Just open the book and let Bob help you get started down the path toward your best possible life.

Divided into three phases, *The Best Life Diet* gives you the tools you need to change your life. In each phase, you'll be asked to reexamine the decisions you make on a daily basis and gradually alter your habits to achieve lasting results. The book also includes easy-to-follow meal plans that make it simple to meet your daily energy and nutrient requirements, whether you are on the run and breakfast means a quick smoothie or you have time to shop for fresh produce and make something special.



ABOUT WELCOA

Based in Omaha, NE, the Wellness Council of America (WELCOA) was founded in 1987 as a national non-profit membership organization dedicated to promoting healthier life styles for all Americans, especially through health promotion initiatives at the worksite.

Working Well—Specifically, WELCOA focuses on building Well Workplaces—organizations that are dedicated to the health of their employees. The Well Workplace process provides business leaders and members with a structure or blue print to help their organizations build results-oriented wellness programs. Ultimately these programs help employees make better lifestyle choices, and positively impact the organization's bottom line. To date, over 700 companies have received the prestigious Well Workplace award.

Leading-Edge Wellness Information—In addition to helping organizations build structurally sound wellness programs, WELCOA serves as a national clearinghouse and information center on worksite wellness. WELCOA responds to thousands of requests for information and materials by publishing a number of source books, a monthly health and wellness newsletter, an extensive line of brochures, as well as conducting numerous training seminars.

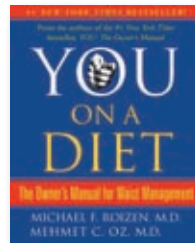
Wellness Council of America [WELCOA]
9802 Nicholas Street, Suite 315 | Omaha, NE 68114
PH: (402) 827-3590 | FX: (402) 827-3594 | www.welcoa.org



The Solution: For Safe, Healthy, and Permanent Weight Loss

By Laurel Mellin

The number six is very important in this book, which is likely to be the most hyped diet book of the season. Mellin tells us there are six causes of weight loss and six cures for it—two body, two mind, and two lifestyle. The six cures override the six causes...well, you get the idea. In fact, the plethora of sixes proves distracting, which is too bad because some of Mellin's material is legitimately interesting and useful. The ubiquitous anecdotal style often found in self-help books ("Kevin hit the candy machine and worked incessantly") gets a little heavy (oops!), but certainly readers struggling with their own weight problems will respond to Mellin's suggestions for nurturing your emotional needs, banishing body shame, eating a balanced diet, and establishing an active lifestyle. More than many diet-book writers, Mellin understands that people, especially the overweight, don't want to get off the couch and exercise. That's where her ideas about understanding the emotional and psychological roots of the problem come in, and her theory is that weight loss can be the result of nurturing oneself and controlling eating in a realistic way. Oh, one more thing. You have to exercise, too. (Review by Ilene Cooper)



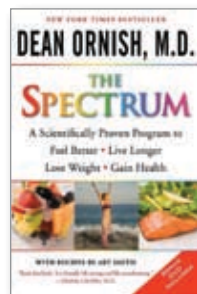
You: On a Diet: The Owner's Manual For Waist Management

By Michael Roizen
and Mehmet Oz

For the first time in our history, scientists are uncovering astounding medical evidence about dieting—and why so many of us struggle with our weight and the size of our waists. Now researchers are unraveling biological secrets about such things as why you crave chocolate or gorge at buffets or store so much fat.

Michael Roizen and Mehmet Oz, America's most trusted doctor team and authors of the bestselling *YOU* series, are now translating this cutting-edge information to help you shave inches off your waist. They're going to do it by giving you the best weapon against fat: knowledge. By understanding how your body's fat-storing and fat-burning systems work, you're going to learn how to crack the code on true and lifelong waist management.

Roizen and Oz will invigorate you with equal parts information, motivation, and change-your-life action to show you how your brain, stomach, hormones, muscles, heart, genetics, and stress levels all interact biologically to determine if your body is the size of a baseball bat or of a baseball stadium. In *YOU: On a Diet*, Roizen and Oz will redefine what a healthy figure is, then take you through an under-the-skin tour of the organs that influence your body's size and its health. You'll even be convinced that the key number to fixate on is not your weight, but your waist size, which best indicates the medical risks of storing too much fat.



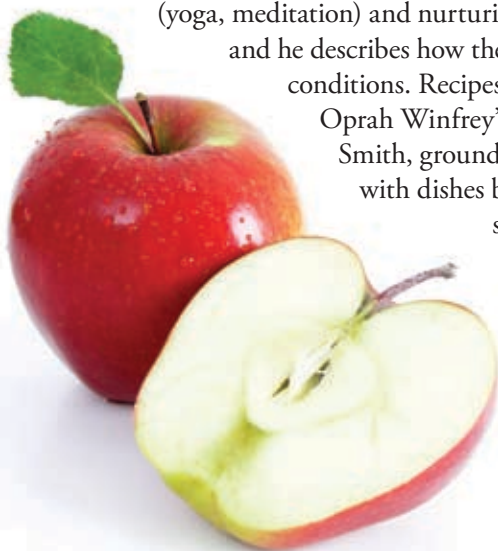
The Spectrum: A Scientifically Proven Program To Feel Better, Live Longer, Lose Weight, and Gain Health

By Dean Ornish MD

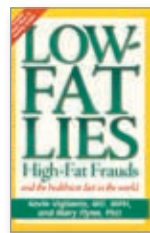
First published in 1990, Dr. Dean Ornish's Program for Reversing Heart Disease presented scientific evidence that lifestyle changes alone can reverse even severe heart disease without surgery and medication. Subsequent research convinced Ornish that his program could be applied to other conditions with similar success. Ornish's philosophy has gained the respect of colleagues and patients, but critics say it is too difficult for many to sustain. Perhaps to counteract this notion, Ornish offers choices along a continuum of physical, mental and spiritual health. Marred somewhat by a defensive tone and repetition, the book shows readers how to tailor his recommendations to their needs, goals and preferences. Ornish's spectrum consists of nutrition (extremely low in fat, vegetarian), exercise (aerobic,

resistance training and flexibility), stress management (yoga, meditation) and nurturing relationships, and he describes how they influence specific conditions. Recipes contributed by Oprah Winfrey's personal chef, Art Smith, ground Ornish's principles with dishes based on fresh,

seasonal ingredients and ways to adapt them to a person's place along the spectrum. No doubt, putting Ornish's philosophy into practice is the best



way to banish visions of the diet police. Given the research and heartfelt testimonials from patients reproduced here, the evidence is on Ornish's side.



Low-Fat Lies

by Mary Flynn

Fad diets generally fall into two categories: extremely low-fat, or high-fat and low-carbohydrate. A pox on both their houses, say the fiery Dr. Kevin Vigilante, a medical professor and activist, and Dr. Mary Flynn, a nutritionist and researcher. The low-fat diets advocated by Nathan Pritikin and Dr. Dean Ornish are unsatisfying and hard to stick with, and the high-fat Atkins diet is based on fraudulent, speculative science. One banishes half of all possible foods (those with fat), while the other banishes the other half (those with carbohydrates). Both, the authors say, start on the wrong track and then derail.

They recommend—no surprise—the Mediterranean diet, which is rich in seafood and fresh fruits and vegetables, and is saturated with olive oil. Unlike other books that recommend this diet, though, *Low-Fat Lies* actually explains the science validating it. The authors explain the antioxidant properties of olive oil, and tell you why you don't want your cells to oxidize in the first place. (Same reason you don't want your car to rust.)

But that's not to imply that *Low-Fat Lies* is bogged down in science. The concepts are easily understandable for regular folks, which is a very good thing, considering how many of us fall prey to junk science masquerading as a "breakthrough" diet. Moving even farther away from theory, the book includes 40 pages of recipes from top American restaurants, along with a simple and useful chapter explaining how exercise blunts your appetite, and offering ideas about how to get more of it into your day.

Low-Fat Lies not only exposes the low-fat scam, it offers an alternative: A delicious, satisfying and healthy way of eating and living.



ABOUT **David Hunnicutt** PhD

Dr. David Hunnicutt is the President of the Wellness Council of America. As a leader in the field of health promotion, his vision has led to the creation of numerous publications designed to link health promotion objectives to business outcomes.



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