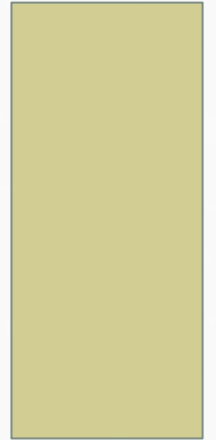


NUTRITIONAL TRENDS

BY: LARA, AMANDA, ELIZ, LINDSEY, ANDREW



HISTORY OF FAD DIETS

- ❖ 1830-Minister Sylvester Graham introduced one of the first fad diets
 - Vegetarianism, refrain from processed flour, alcohol, tea, and coffee
- ❖ 1860s- William Banting promoted a low-carb, high-protein style of diet
 - best-selling book, *Letter on Corpulence*, was one of the first in the era of diet mass marketing
- ❖ 1890- “The Great Masticator” Horace Fletcher linked eating habits to weight loss by chewing each mouthful of food until it has become a liquid consistency
- ❖ 1938- Dr. George Harrop believe skim milk to be the ideal diet food because it was high in calories but had the ability to create the feeling of fullness
 - invented the liquid or milk diet, later producing Metrecal and Carnation's Slender in 1959
- ❖ 1951- Gayelord Hauser was one of the first dietitians to the stars with clients such as Paulette Goddard and Greta Garbo
 - *Look Younger, Live Longer*



HISTORY OF FAD DIETS

- 1972- Dr. Robert Atkins's low-carb, high-protein diet
- 1978- Scarsdale Diet created by Herman Tarnower which included high protein and low calories
- 1979- Nathan Pritikin's low fat formula
- 1981- Judy Mazel's "Beverly Hills Diet" which promoted the consumption of high quantities of fruit
- 1990- Dean Ornish encouraged extreme low-fat, vegetarian diet
- Mid-1990s- Barry Sears' introduced "The Zone" plan that condemned sugar and carbs. This later started the low carb diet craze.



Fad Diets: Weighing Short-term Gains Against Long-term Harms?

PALEO DIET

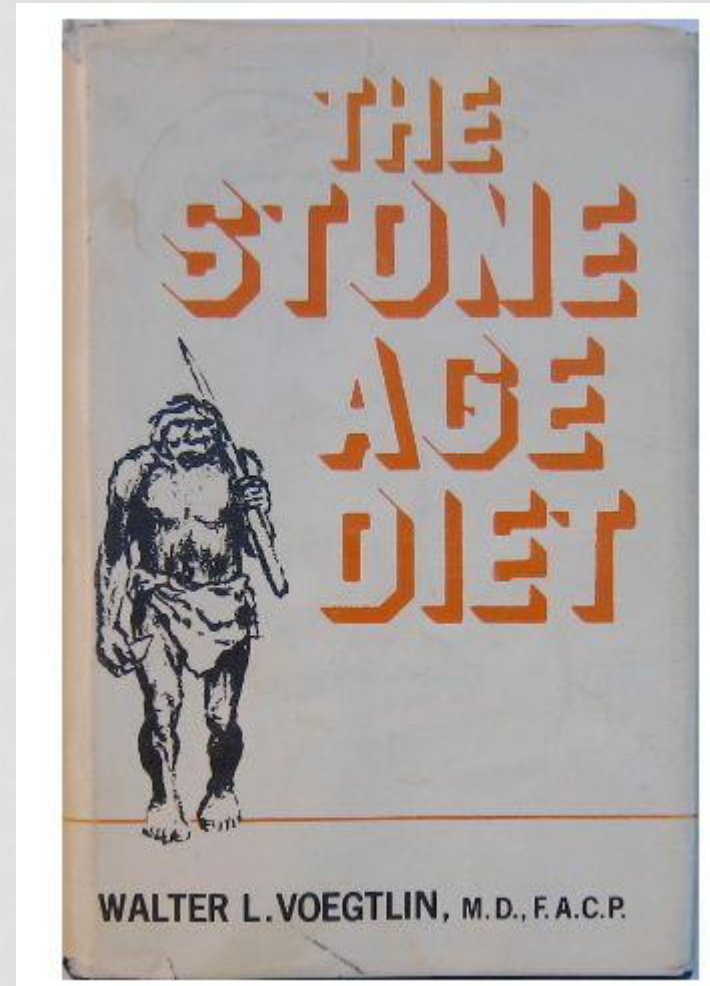
-Stone Aged Diet

-1975

-Dr. Walter L. Voegtlin

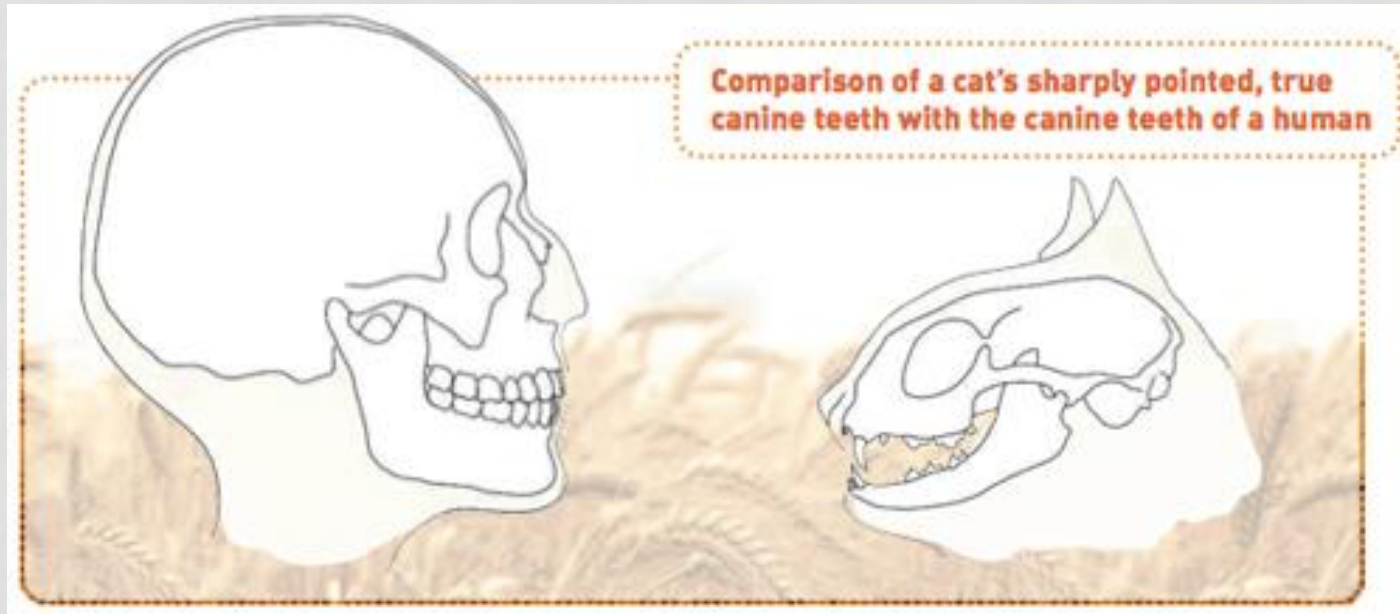
-Gastroenterologist

-Mimicked the assumed diet of humans 200,000 years ago for better health.



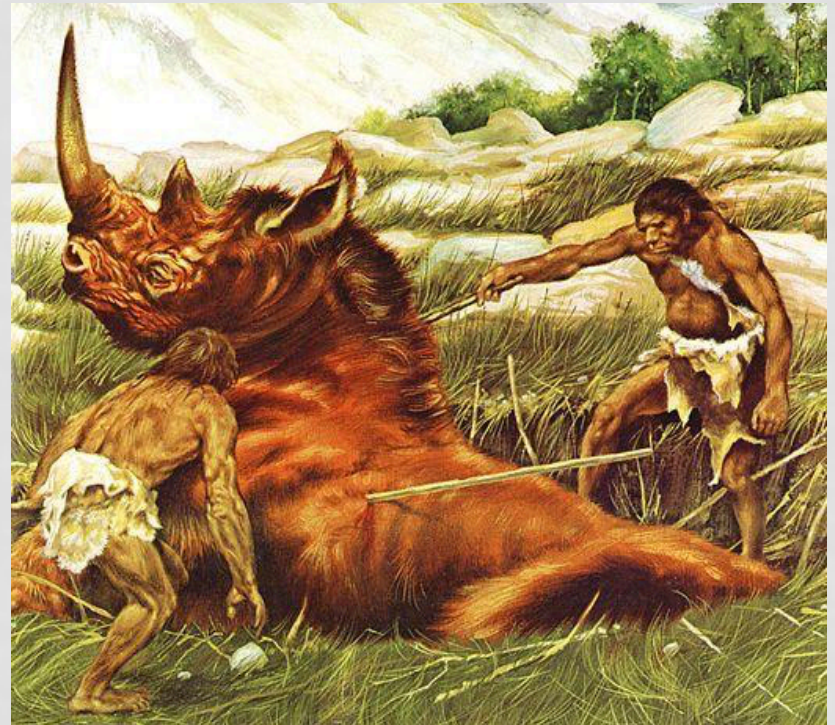
-Stone Aged Diet

- Jaw and teeth anatomy?
- Short Digestive tract
- Fruit and Vegetables seasonal?



-What are the facts?

- Effectiveness of hunting?
- World diversity in plants and animals?
- Lifespan
- 1-25% animal proteins



-Why is it popular?

- Targets mainly male dieters
- Those who want to gain muscle mass

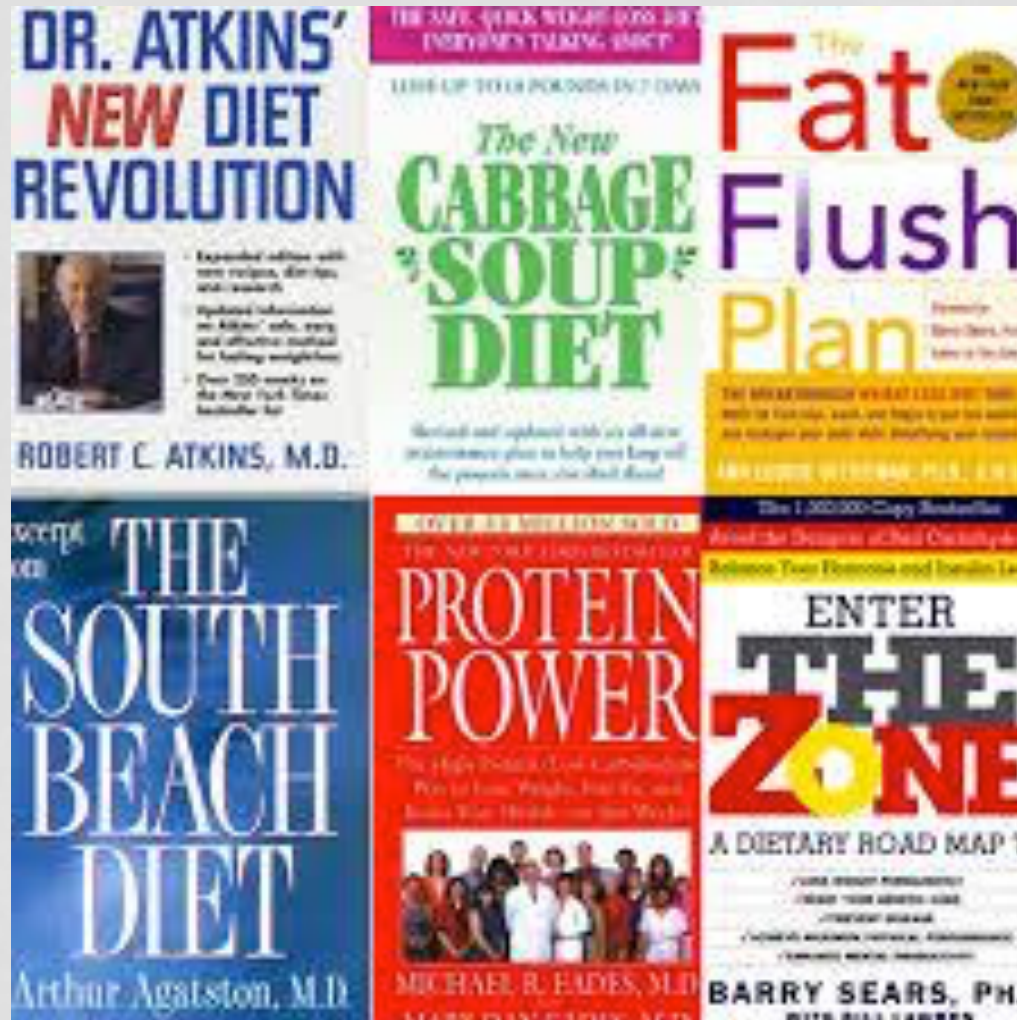


-Results/What meal managers should know

- Most are calorie deficient for results
- Idea of little to no processed foods is good
- Low calcium, vitamin D, and carbohydrates
- High in protein and fat
- Raised concern of:
 - high cholesterol
 - kidney problems
- Cannot live in constant state of ketosis



SOME FAD DIETS



LOW CARB, HIGH PROTEIN DIET

- Low carb diets first started in 1860 by William Banting
- Includes low glycemic foods and high proteins such as eggs, poultry, fish, meats, non starchy vegetables
- Eliminates starchy vegetables, fruits, grains, legumes, milk, cookies, sweets
- Follows a diet with less than 100 g carbs
- Very low carb diets follow a diet less than 20 grams carbs, such as the Atkins Diet
- USDA recommends 45-65% of daily intake from carbs or 225-325 grams based on a 2000 calorie diet

LOW CARB, HIGH PROTEIN DIET

- Body uses sugar for energy
- High levels of blood sugar causes body to release insulin that helps glucose enter cells
- Extra glucose is stored in the liver, muscles and other organs and later converted to fat
- In low carb diets, insulin is low and the body burns fat for energy, leading to weight loss
- Protein makes people feel full causing them to eat less
- **Risks:** Include high cholesterol from full fat foods, strain on kidney, constipation, bad breath, headache, muscle fatigue, electrolyte imbalance
- Eliminates important vitamins and minerals, such as fiber, B-vitamins, folic acid, vitamin C, and antioxidants

GLUTEN FREE DIET

- Gluten is a protein found in wheat, barley, and rye and helps foods maintain their shape and acts as a glue that holds foods together.
- Wheat is found in breads, baked goods, soups, pasta, cereals, sauces, and salad dressing.
- Barley is found in malt, food coloring, malt vinegar, and beer.
- Rye is found in rye bread, rye beer, and cereals.
- Individuals on a gluten-free diet CAN'T consume these products.
- Instead they consume fruits, veggies, meat, poultry, fish, beans, legumes, nuts, and dairy.

WHO BENEFITS FROM THE GLUTEN-FREE DIET?

- **Celiac Disease:** an autoimmune disorder that can occur in genetically predisposed people where the ingestion of gluten leads to damage of the small intestine.
 - 3 million Americans have celiac disease, 18 million Americans have gluten sensitivity
 - 95% of people with the disease don't know they have it
 - **Symptoms:** itchy skin rash, fatigue, diarrhea, constipation, gas, bloating, abdominal pain, headaches, migraines, iron deficiency, joint and muscle pain, depression, anxiety, hands and tingling in feet, osteopenia and osteoporosis, infertility and other reproductive health problems, weight gain or weight loss.
- Individuals with Autism
- Wheat Allergies
- Multiple Sclerosis
- ADHD

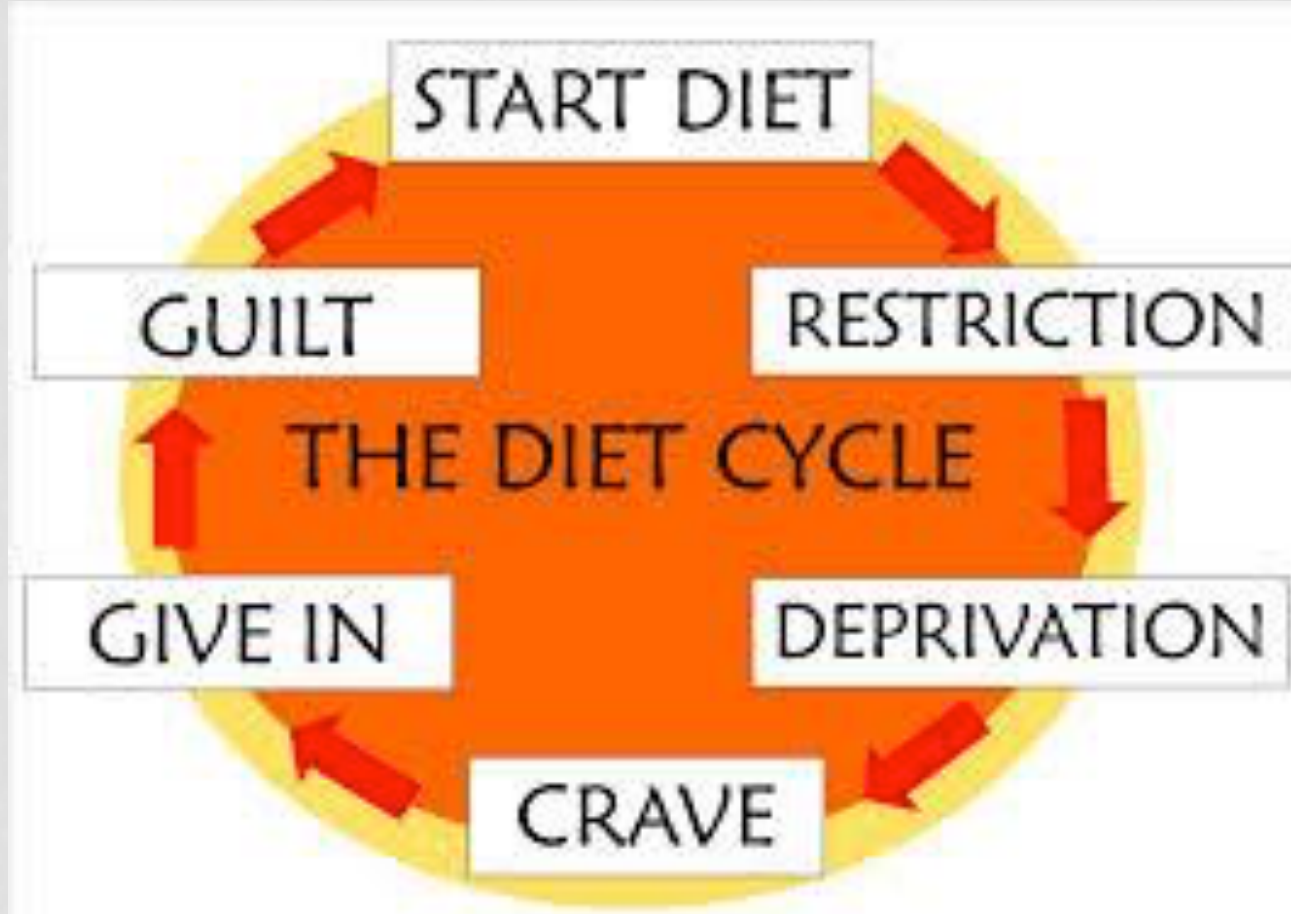
ALTERNATIVES AND HEALTH RISKS

- **Some Gluten-Free Alternatives:** Almond meal flour, Brown, white and wild rice, Buckwheat, Coconut flour, Corn, Cornstarch, Millet, Pea flour, Potato flour, Potatoes, Quinoa, Soy flour
- Oats may also be an alternative. Make sure they are labeled “gluten-free”! During the manufacturing process oats may get contaminated with wheat.
- **Health Risks:** lack of iron, calcium, fiber, thiamin, riboflavin, niacin, and folate due to the fact that you are not eating foods that are fortified with these nutrients.
- **More Facts:** “The National Restaurant Association (NRA) and American Culinary Federation (ACF) have named “gluten-free” as one of the top trends for 2011.”
- “According to the U.S. News and World Report estimates, nearly 15 to 25 percent of consumers report looking for gluten-free products. Continuing growth in the gluten-free food industry is expected to continue, reaching \$6 billion by 2015 (celiaccentral.org).”

MEDIA INFLUENCE

- From an early age we are bombarded with images and messages that reinforce the idea that to be happy and successful we must be thin.
- It is practically impossible to open a newspaper or magazine, listen to the radio, shop at a mall or turn on a TV without being encountered with the message that to be fat is to be undesirable.
- Over 80% of Americans watch television daily. On average, these people watch over three hours per day
- By comparing rates of eating disorders, a condition highly subject to social influences, among girls, the team determined that those exposed to television were 60% more likely to display abnormal eating habits than those without such exposure
- Roughly one half of girls in 4th grade are on diets and more than half of nine and ten-year-old girls admitted that they felt better about themselves when dieting .
- By 1990 the average age that a girl began dieting had dropped to eight from fourteen in 1970

THE DIET CYCLE



CONCLUSION

- The diet and diet-related product industry boasts annual revenues of \$33 billion (raderprograms.com).
- 95% of people who diet instead of following a healthy meal plan will gain back the weight they lose in between one and five years.
- Fad diets cut out major food groups and can be harmful
- Fad diets do not teach people how to eat properly
- Educating people how to eat is more beneficial than teaching them how to lose weight



**KEEP
CALM
AND
FORGET
FAD DIETS**