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## Media Release

### **It's clear - dieting doesn't work! But there is an effective alternative.**

In 2007 the largest worldwide study of its kind was conducted by researchers at the University of California, Los Angeles (UCLA), and published in *American Psychologist*, the journal of the American Psychology Association. This study analysed the findings of 31 dieting studies to find out the truth behind the marketing claims of the worldwide dietary industry; and what they uncovered was astonishing. Dieting simply does not work.

Traci Mann, the study's lead author and associate professor of psychology at UCLA, says, "You can initially lose 5 to 10 percent of your weight on any number of diets, but then the weight comes back. We found that the majority of people regained all the weight, plus more. Sustained weight loss was found only in a small minority of participants, while complete weight regain was found in the majority. Diets do not lead to sustained weight loss or health benefits for the majority of people."

To make matters worse the study also confirmed, "Several studies indicate that dieting is actually a consistent predictor of future weight gain. One study found that both men and women who participated in formal weight-loss programs gained significantly more weight over a two-year period than those who had not participated in a weight-loss program."

The findings do give an uninviting depiction of the effectiveness of diets, and will undoubtedly upset many people who have wasted a lot of time and money.

So if dieting doesn't work, what does? Well, the authors of the UCLA study believe, "Eating in moderation is a good idea for everybody, and so is regular exercise."

In light of these findings Appetite Right™ director Dimitra Arthur says, "These scientific findings confirm what we have always said, to lose weight, you must change your thinking. Weight management is about making a lifestyle change. It's not going to happen if you rely on diet after diet to lose weight."

"To achieve success, you need to eat healthy foods in moderation and participate in regular sensible exercise. You must become aware of the role eating plays in your life, and to learn how to use positive thinking and behavioural coping strategies to manage your eating and your weight."

"We have created a unique approach, which gives people the opportunity to participate in a proven healthy lifestyle and healthy weight loss program that will deliver them a better chance at a happier future. We do not believe in diets."

"Appetite Right™ is truly unique because it combines the power of psychology, nutrition, and the internet, to achieve amazing personal breakthroughs in appetite control and healthy weight loss."

### **For further comment, or information on the Appetite Right™ program please contact:**

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