

Fad/Commercial Diet Critique

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For

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Introduction

What is a fad diet? Why are they so popular? A fad diet is a diet that promises dramatic results that are usually not typical. The weight loss is not long-term and usually not a healthy way to lose weight. Fad diets promise dieters to lose rapid weight in 2 weeks or a month. If losing weight this fast is not healthy then why are these diets so popular? Commercials and advertisements in magazines promote these diets towards people who want to lose weight fast. Since people will try anything in order to lose weight, these advertisements appeal to them. Many people are successful in losing weight, but gain it back. Also, the weight loss is mostly fluid, not fat because the weight loss is from the change in eating habits. What are the health risks of these diets? What do professionals say about these diets? These are a few questions that are addressed in my evaluation of four fad diets.

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Evaluation of the Atkins Diet

The Atkins diet plan is a low carbohydrate diet promising healthy, rapid, weight loss without counting calories. The diet was created by Dr. Atkins in 1972, a cardiologist and graduate of Cornell University Medical School. The Atkins diet promises that a person can eat delicious foods and lose 10-30 pounds in only the first month. Not only will one lose weight, but will feel energized mentally and physically; improving one's health and well-being.

The Atkins diet uses four phases. The first phase is the Induction phase which lasts from 2 weeks to a year. In this phase, carbohydrates are restricted. A person can only eat 20 grams of carbohydrates a day for 14 days. In those 14 days, one will lose 10% of excess weight. In the second phase called the ongoing weight loss (OWL) phase, more carbohydrates are added to the diet. One will increase his/her intake of carbohydrates by 5 grams each day until weight loss occurs. When weight loss occurs, then one should subtract 5 grams of carbohydrates each day. The third phase is called the pre-maintenance phase. In this phase, the intake of carbohydrates is increased in 10 increments each week. The fourth phase is lifetime maintenance. This phase is about eating a wide variety of Atkins diet food every day to maintain weight or to keep losing weight. The time commitment is short term since one will start losing weight within weeks (6-10 pounds in 2 weeks) and is difficult to maintain the last phase.

The Atkins diet foods are considered to be the good foods or "Atkins friendly foods." The diet emphasizes more fat and less carbohydrates. The Atkins diet foods contain fat and protein which are mostly animal protein. The good foods are considered to have good carbohydrates and good fats. These include meat, cheese, and eggs. The bad foods include breads, pastas, and fruits and vegetables. These foods are considered to be the bad carbohydrates, so should not be consumed. A typical Atkins meal for dinner would be a steak,

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one cup of salad greens with one tablespoon of Romano cheese and one tablespoon of dressing, and one cup of asparagus.

The cost of this diet is \$3.99 per week plus food. Even though \$4 a week does not seem expensive, the food can be expensive because meat is high priced.

The success of this diet has to do with the change of metabolism and the body going into ketosis. Ketosis is the decrease of glycogen, the stored carbohydrates. When the body goes into ketosis, the body uses fat for energy. Instead of burning glycogen, the body burns fat resulting in rapid weight loss. Another success factor is that since the meals are less processed and more nutritious, one may feel less likely to feel hungry and have cravings. Also, decreasing carbohydrate intake decreases the production of insulin. This decrease prevents the breakdown of fats.

Reviews

Consumer reviews indicate that the Atkins diet works, but has weaknesses. One consumer who went on this diet said that it worked despite the criticism of being too high in fat, not focusing enough on exercise, difficulty following long-term, unpleasant side effects, and not meeting nutritional needs. She said the benefits of losing excess weight outweighed the risk of heart disease. Since the consumer is not concerned with the risk of heart disease or being healthy, she believes losing weight is more important. Also, she didn't think the diet was difficult to follow and the side effects were not that common. She does take any supplements. Another consumer said this diet worked, but was difficult to keep the weight off. A third consumer couldn't believe how much weight she lost. She lost 15 pounds in the first week. But she did not like that her breathe smelled and got sick of eating the same foods. Another consumer ranked

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this diet #4 giving the diet 2 and ½ stars. He said a strength of the diet was the resources online and a weakness of the diet was that it was too restrictive for success. It did not work long-term.

Professional reviews of the Atkins diet agree that this diet is not healthy even though it is successful in losing weight. Juliette Kellow, a registered dietitian said that experts say that this diet can increase the risk of heart disease because of the high intake of fat. Also, it is dangerous to encourage people to eat less fruit and vegetables. Fruits and vegetables are important foods in our diets because they protect us from developing diseases like cancer. She believes that this is not a good diet because it is high in fat. A person will lose weight because he/she will get sick of the same foods, so not eat as much. Another registered dietician believes that this diet can result in weight loss, but it has nothing to do with the carbohydrate and protein ratio. Juliette agrees with the other experts who believe that not eating fruits and vegetables should not be discouraged. She says that anyone who wants to go on this diet should address caution. This diet does need more research to identify the long-term risks or benefits. Her recommended diet is a long-term diet with lower fat, a more wide range of foods, and carbohydrates.

The *American Dietetic Association* (ADA) says this diet is hazardous. Diets low in carbohydrates and high in fat increase cholesterol which increases the risk of heart disease.

The *American Cancer Society* believes that low carbohydrate diets can lead to eating habits that may increase the risk of cancer later in life. An expert, Colleen Doyle, MS, RD says that diets high in saturated fat increase the risk of prostate and colon cancer. Regular exercise, a nutritious diet, and healthy weight are the key to lowering cancer risks and the Atkins diet does not support this idea.

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My recommendation

I would not recommend the Atkins diet plan. This plan may be successful in rapid weight loss, but focuses on losing weight instead of living a healthy lifestyle. I think the health risks of a diet are more important than losing weight.

One reason I'm against this diet is the length of the diet. This plan is not a long-term solution to keeping weight off. A person may lose a lot of weight in only 2 weeks, but does he/she know how to keep that weight off? No, because he/she will not be able to follow this plan for his/her whole life. He/she will get sick of the same foods and won't learn how to live a healthy lifestyle.

Second, a person following this diet goes into ketosis. He/she changes his/her metabolism. This is not a healthy state for one's body and may cause side effects. A person might lose weight, but should not keep losing weight or try to maintain weight using this diet.

Third, this diet plan is not healthy. A diet high in fat increases the risk of heart disease. A person on this diet is increasing his/her risk of heart disease. Also, since a person does not eat fruits and vegetables, he/she is at an increased risk of developing cancer.

The focus should not be on weight loss, but on living a healthy lifestyle. This diet focuses on weight loss in a way that is hazardous to one's health. A diet that is not long-term and increases the risk of cancer is a not a healthy way to lose weight and keep weight off.

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The South Beach Diet

The South Beach diet emphasizes eating the right carbohydrates and right fats to lose weight the healthier way. The diet was created by Dr. Arthur Agoston, a cardiologist. He formed this diet for a healthier heart. This diet promises that it is incredibly effective and a person can lose up to 13 lbs. in 2 weeks. The plan is not a low carbohydrate diet and is low in fat. It encourages eating three meals a day and will satisfy hunger.

This plan has three phases: rapid weight loss, ongoing weight loss, and maintenance. In the first phase, the weight lost could be up to 13 pounds in two weeks. During the two weeks in this phase, many foods are prohibited. In the second phase, the dieter can eat some prohibited foods and will lose 1-2 pounds per week. One should remain in this phase until he/she reaches the targeted weight. The third phase is maintenance where one should discover that her/his eating habits are a new way of life. The time commitment of the diet emphasizes long-term, but really is short-term since it's difficult to stay on this diet for the long-term.

The South Beach diet includes good and bad foods. The good foods include boiled ham, bacon, canola oil, chicken, cheese, fish, eggs, pecans, sweets (less than 75 calories), and vegetables. Some of the bad foods include alcohol, baked goods, beef, bread, cereal, fruit, pasta, oatmeal, pastries, soy, vegetables, and yogurt. The good foods are high in fiber, lean sources of protein, low-fat dairy products, or good fats. The good fats include omega 3's (fish), healthy oils (canola oil), and nuts.

The cost of this diet is \$5 a week plus food. If someone wants to try this diet, but is not sure if he/she wants to go on this diet then one can try it for free for 24 hours. Exercise is not a necessary component of the diet, but it can speed up weight loss. People do not have to exercise to be successful on this diet.

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The success of this diet has to do with the restriction of certain foods and a well balanced diet. Since this diet was developed by a cardiologist to reduce cholesterol for a healthy heart, this diet not only helps people to lose weight, but can help with heart problems.

Reviews

Consumer reviews seem to really like this diet. One consumer gave this diet 2nd out of other diets. They ranked this plan high because it is flexible and simple to follow. It has good health sense since it allows a well balanced diet of fruit, whole grains, nuts, and vegetables. Also, she felt the diet could last long-term because she was educated about how to make this diet long-term. Another consumer lost weight and felt more energetic. She felt that the positive encouragement she received helped to lose the weight. A third consumer gave this diet five stars. She felt that the diet was a great well reasoned approach to weight loss. The book is well-reasoned, well detailed, and lacks hype. Also, the plan is easy to follow and contains some good recipes. She really likes this diet because not only does it work, but she learned a lot. She learned how to eat in moderation and how not eating processed foods is healthier. Since she's had symptoms of diabetes which runs in her family, she doesn't just want to just lose weight, but lose weight to be healthier. After she read this book, she felt this was definitely a good diet that helps with choosing the right foods and living a healthier life.

Professional reviews of the South Beach diet are controversial. Juliette Kellow, a registered dietitian says that experts believe the diet focuses too much on weight loss too quickly which is not healthy. Only some experts agree with diets based on the glycemic index. Juliette likes this diet, but disagrees with phase one. Phase one results in too much weight loss too quickly which will not stay off. But she likes phase two because it follows the basic principles of healthy eating. She especially likes that this diet because it takes heart health into

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consideration. Another registered dietitian, Elizabeth Wurdock says that the use of the glycemic index is controversial. This is controversial because the index can be variable. Since the glycemic index is not extremely accurate, health professionals do not use the glycemic index in their meal planning. Variables include the way the food is prepared and the way foods are eaten. Studies conducted by doctor's show that there are disease-oriented benefits, but the patient-oriented benefits are more limited. Also, patient-oriented outcomes are not worsened. Other doctors did a study and found that the South Beach diet book contains only 42 facts. Many statements are incorrect or misleading. Over 67% of the nutrition facts in the book are not supported by peer-reviewed literature which is skeptical.

My recommendation

I think that the South Beach diet plan is definitely better than the Atkins diet plan, but I still would not recommend this plan. This plan has more strengths than the Atkins diet, but still focuses on rapid weight loss.

Even though the plan does emphasize principles of healthy eating, it is a low carbohydrate diet. The plan does not restrict as many carbohydrates from the diet compared to other low-carb diets, but does limit carbohydrates. The body needs carbohydrates for energy.

The use of the glycemic index worries me. Is this an accurate way to maintain or lose weight? As I understand it, foods with a high glycemic index are unhealthy because they have a more rapid increase in blood glucose and insulin levels. But since the diet does use the glycemic index, the diet takes heart health into consideration. There's a lower risk in cardiovascular disease when the diet has a lower glycemic index. Even though heart health is taken into consideration, the glycemic index is too controversial to accurately use.

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Rapid weight loss is not healthy and is not a solution to learning to keep weight off in the long-term. Any diet that focuses on losing weight fast will not help to keep weight off or provide a healthy lifestyle, so I would not recommend this plan.

Jenny Craig

The Jenny Craig diet includes diet, exercise, and mind. This diet unlike other commercial diets stresses that “it’s not just a diet; it’s a way to change your lifestyle.” The diet was founded by Jenny Craig and her husband, Sidney Craig in 1983. The nutrition program was first developed in Australia and then brought to the United States. This diet plan promises that a person can lose 20 pounds for just \$20 and a weekly weight loss of 1-2 pounds or 1% of body weight.

In this nutrition plan, the goals are to establish a healthy relationship with food, an active lifestyle, and a balanced approach to living. To get started, a person has to meet with a program director either in-person or over the phone. This is to customize the program for individual needs. The director introduces them to Jenny Craig’s meals and talks to them about having a physical activity plan. Many options are available such as the diet specialized for men, type 2 diabetics, silver, or teens. Also, one can pick options for menus. The dieter will have a consultant he/she will meet with every week to keep him/her on track. The consultant motivates and helps the person to achieve his/her goal. Next, is the halfway program where one learns to prepare healthy meals on one’s own and learn how to increase his/her intensity during exercise. People may have negative emotions, but the consultant is there to help them along the way. Once one has reached his/her goal weight, he/she will know how to eat a well balanced diet and will

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look at exercise as a daily activity. Some may still want maintenance support and can still have access to online tools.

Jenny Craig does not have a list of good and bad foods, but one either can choose a planned menu of Jenny's cuisine meals or personalize one's own menu. The menus were designed by registered dietitians. The menu includes fruit, vegetables, low-fat dairy, whole grains, healthy fats, poultry, lean meat, fish, beans, eggs, and nuts. A person can still enjoy all the foods one likes on this diet since no foods are prohibited. Jenny Craig promises that one will lose weight, but not taste. Meals are low in fat, cholesterol, sodium, added sugars, saturated fats and high in fiber. The meals contain no trans fat.

The cost depends on the membership level, but the least expensive amount is \$20, but that does not include food. The food cost about \$15 a day plus food from the grocery store like vegetables and fruits. The time commitment depends on how much weight one wants to lose. It does stress long-term commitment. This is a big time commitment for the short term because one has to order food, meet with the consultant every day, and exercise. The activity plan not only focuses on planned activities, but also on natural and playful activities like walking the dog or playing with children. The suggested amount of physical activity is at least 5 days a week for 30 minutes a day.

Reviews

Many consumer reviews have mixed opinions about Jenny Craig. This diet works for some, but doesn't work for others or it works, but is too expensive. Three success stories explain how Jenny Craig worked for them.

Nancy, a 52-year-old woman with type 2 diabetes lost 68 lbs. on Jenny Craig. She said the food was excellent and it cost less than buying food on her own. The food was easy to order

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from her consultant and she says this diet changed her life. Nancy felt stress free, energetic, confident, and happy after she lost weight with Jenny Craig. Mark, a male who tried Jenny Craig's nutrition management diet, lost 25 lbs. He said it added balance to his life, improved his sleep, and increased his sport activities. Lauren, a 25-year-old bride lost 33 lbs. She really wanted to lose weight before her wedding, but other diets never worked. When she tried Jenny Craig, she did lose the weight that she wanted to lose. Lauren believes that she lost the weight because of the help of her consultant. She couldn't have done it without her motivation.

Although many people have been successful with Jenny Craig, many people do not like this nutrition management plan. According to consumer diet reviews, people feel the plan is too expensive. One person said that she spent \$70-80 on food per week. This was too much for her. Also, many people said that they disliked the food. The food did not taste good, so was not worth the money. Another person said that they didn't learn the correct portion sizes. Jenny Craig is supposed to teach people portion control to maintain healthy balance eating, but did not. Many of the consumers believed that Weight Watchers was more successful and better than Jenny Craig.

Professional reviews seem to like Jenny Craig. Heather Reese, a registered dietitian gave Jenny Craig an A because this program has a well-balanced diet including all food groups and includes physical activity guidelines. Heather did work for Jenny Craig, but she believes in this program because it works and promotes a healthy lifestyle. A consultant provides the support needed for many people to succeed, but she believes that one must follow the maintenance phase to be successful. The maintenance phase is the step that really teaches a person how to use portion control and keep a well balanced diet with an exercise plan.

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My recommendation

I would not recommend this diet plan to someone, but would recommend this plan over other diet plans. The strengths of this diet are that the nutrition management plan does teach people healthy eating and portion sizes since the products are prepackaged. Also, the meals are developed by registered dietitians. The consultant provides an individual activity plan and recommends at least 5 days a week for 30 minutes a day. This is a good recommendation for a physical activity plan for adults to manage weight. I like that people following this diet have support and meet with their consultant every week. I really think support helps a lot of people to reach their goal. I think motivation by a consultant is what distinguishes the difference of success compared to other commercial diets. Also, no research has proven health risks.

Although, this diet has many strengths and benefits, it promotes rapid weight loss and is expensive. Losing 1-2 lbs. a week is a lot and could just be fluid, not fat lost. Some people may not be able to stick with it since it's so expensive.

I think the only way for this diet plan to be successful is to follow the maintenance phase. This phase may be difficult to follow. Even if someone does lose weight through the program and does not follow this phase then he/she will most likely not be able to keep this lifestyle. Maintaining a healthy weight is a lifestyle, not just a phase.

I would not recommend this diet plan because losing fast weight loss is unhealthy and even though it does emphasize a well-balanced diet and exercise, I do not think people learn how to live a healthy lifestyle.

The Four Hour Body diet

The Four Hour Body diet involves a slow-carb diet mainly for athletes. This slow-carb diet was developed by Timothy Ferriss, a former CEO of a sports nutrition company. In his #1 New York Times best seller book, *The Four-Hour Body: An Uncommon Guide to Rapid Fat-loss, Incredible Sex, and Becoming Superhuman* will teach one to learn how to subtract fat, gain muscle, improve sex, improve sleep, reverse injuries, run faster and stronger, and get stronger. Ferriss admits that he is not a doctor and the information he gives in his book are only theories. His slow-carb diet promises rapid fat loss and muscle gain without exercise. A person can lose 20 lbs. in 30 days without exercise on this diet.

The diet plan follows four rules. The first rule is to avoid white carbohydrates. White carbohydrates include cereal, potatoes, pasta, tortillas, and fried food with breading. These foods should be avoided because white carbohydrates form alloxan which produces diabetes. The second rule is to eat the same few meals over and over again. He recommends picking 3 of the 4 meals one chooses and repeating them. The meals should consist of protein (chicken or fish), legumes (beans or lentils), and vegetables (spinach, mixed vegetables, peas, etc.). The dieter can eat as much as he/she wants. The third rule is to not drink calories. One should not drink soft drinks like soda which is high in caloric intake, but should consume water or tea instead. Also, fruit juice is prohibited because of the sugar. The fourth rule is to not eat fruit. Fruit contains fructose aka sugar. Ferriss found that fruit increased cholesterol, LDL, albumin and decreased SOD and concentration of serum and hepatic cooper. Also, fructose affects homeostasis. He believes that fruit does not do the body any good, so does not include fruit in this diet. The fourth rule is to take one day off per week. He recommends using Saturday as the cheat day, but

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a person can pick any day. This day is called the dieter's gone wild day and one can eat anything he/she wants.

The diet contains protein, legumes, and vegetables. Good foods include egg whites, chicken, black beans, grass-fed beef, pork, fish, legumes, and vegetables. The bad foods include bread, rice, cereal, potatoes, pasta, tortillas, and fried food with breading, fruit, and drinks (milk, soft drinks, and fruit juice). Ferriss does recommend a supplement or eating certain foods with potassium, magnesium, and calcium. On this diet, dieters will lose excess water, so will lose electrolytes. They will want to make sure they are in taking the right nutrients to replace electrolytes lost which is why he recommends supplements.

The cost of the book is \$14. Food costs about \$40 per week which is very expensive. The time commitment is only 30 days, 6 days of the week. Since one day of the week is a cheat day, one does not have to commit to eating the right foods on this day. Exercise is not needed when on the slow-carb diet, but if one wants to gain more muscle or get stronger than exercise is recommended. The plan does include a workout to gain muscle. Ferriss includes ab exercise, jumping, and bench press workouts in his book. Exercising mostly depends on what the person wants to accomplish. The plan is designed for male athletes even though women can use this diet, so most people following the diet would probably exercise too.

Ferriss has kept in contact with 194 people who have experimented with this diet. Some of them lost more than 20 pounds of fat in the first month. He says that some mistakes people make are not drinking enough water. Since excess water is lost, it's important to drink more water than usual. A second mistake is the overconsumption of artificial sweeteners. These sweeteners increase insulin which increases weight gain. A third mistake is going to the gym too often which can lead to overeating and drinking sports drinks. These are bad because they lead

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to weight gain instead of weight loss. Another mistake is overeating “domino foods.” These foods are nuts that contain a lot of calories. Nuts contain good fats, but are a high calorie food. But if a person follows all Ferriss’s rules, he promises that the dieter will see rapid-fat loss.

Reviews

Even though consumers have mixed feelings about the Four Hour Body plan, most like this diet. Beth Mazur agrees that the diet does work, but she doesn’t agree with the cheat rule. She doesn’t like rule #5 where she can eat whatever she wants and not exercise, so she only follows rules 1-4. Levi, a cyclist was very impressed with the book. He said that it sounded simple, but really wasn’t that easy. It takes hard work and dedication. Even though this was a hard diet plan, he liked it and believes that every athlete should own this book. Another woman, Holly loved the diet. She said she loves how she feels and looks. She slept better after only one month on the diet. She has less fat than before she even had her children. Bill Smith lost 20 lbs. in less than a month. Patty said the results promised were not typical. She did not like this diet.

Overall, consumers said that the book contained several different topics and a person should really only read what interests him or her. It’s hard to tell if results will work, but the book does contain some good information to reach one’s goals.

Professional reviews were difficult to find since the diet is fairly new. Many professionals have not researched or studied this diet, so probably many have not made critical reviews. The reviews I found were impressed, but skeptical. Timothy Ferriss was on Dr. Oz’s show on January 24, 2011. Dr. Oz interviewed Ferris to see what this diet was all about. The diet is interesting to him, but seems to need more research on the benefits and affects. Chris Masterjohn, who is currently pursuing his PhD in Nutritional Sciences with a concentration in Biochemical and Molecular Nutrition, was impressed with this book and thought the book was

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the coolest and most adventurous books he has ever read. He thought that it was good advice for the development of healthy masculine men and for healthy women. Masterjohn mentions that since Timothy is not a doctor or licensed nutritionist, he does provide analysis of limitations and says that not all his conclusions have evidence. But he believes the book still offers a lot of well reasoned and field tested information that is worth trying.

My recommendation

I might recommend this diet, but not to regular people. The people I'd probably most recommend are athletes who want to improve their performance. I do not think this diet plan will work for everyone. If a regular person is only concerned about losing weight because they are at an unhealthy weight then this diet would not be for them. Also, as with any diet, a diet that works well may not work best for another person. It all depends on one's goals and individual needs.

I don't agree with the high level of protein. A high level of protein is not beneficial. Since protein helps to add muscle, the diet includes increased intake on protein. Most of the diet is protein which can be harmful. Medical experts, including Gale Butterfield, PhD and RD say that too much protein can be bad. Eating more than 30% protein of one's caloric intake is not good. Too much protein is bad because it can cause kidney problems. This can lead to gout, kidney failure, or kidney stones.

I agree with reviews that only some information in this book will benefit someone. Ferriss's book offers a lot of information and doesn't just focus on eating. For a male runner who performs in triathlons wanting to improve his athletic performance would be most interested in reading the section on running faster and stronger. He may be interested in subtracting fat and

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gaining more muscle, but may not be want to gain muscle because runners do not need a lot of muscle. If he gained too much muscle, he would be slower.

Since this plan is hard to tell if it does work and is beneficial, I would not recommend this to a regular person. But if an athlete read this book and was interested in trying it, I would not see the harm in trying this diet as long as he/she knew the risk of the intake of high protein.

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Comparison Chart

	The Atkins diet	The South Beach diet	Jenny Craig	The Four hour body diet
Characteristics	Low carb diet	Low-carb, low glycemic index diet	Includes diet, exercise, and mind	Slow carb diet
Promised outcomes	Lose 15 lbs. in the first 2 weeks	Lose up to 13 lbs. in 2 weeks	Lose 1-2 lbs. or 1% body fat weekly	Lose 20 lbs. in 30 days
Nutritional breakdown	Carbs - 3%, 10%, 22% Protein - 33%, 32%, 25% Fat - 125, 97, 110	Carbs -low Protein – low Fat – low	Carbs -medium Protein -medium Fat –medium	Carbs – low Protein –high Fat –low
Good and bad foods	Good: meat, cheese, eggs Bad: breads, pastas, fruits, and vegetables	Good: boiled ham, bacon, canola oil, chicken, cheese, fish, eggs, pecans, vegetables Bad: alcohol, baked goods, beef, bread, cereal, fruit, pasta, oatmeal, pastries, vegetables, and yogurt	Good: fruit, low-fat dairy, vegetables, whole grains, healthy fats, lean meat, fish, beans, eggs, nuts Bad: no bad foods	Good: egg whites, chicken, grass-fed beef, fish, legumes, etc. Bad: bread, rice, cereal, potatoes, pasta, fruit, fried food
Supplement	Yes	Yes	No	Yes
Cost	\$3.99 per wk + food	\$5 per wk + food	\$20 + food	\$14 for book +food
Time commitment	Low	Low	Medium-high	Medium-high
Special foods	Yes	Yes	No	Yes
Exercise	No	No	Yes	Yes
Creator	Dr. Atkins, MD	Dr. Agastston, MD	Jenny Craig	Timothy Ferriss

Conclusion

In conclusion, fad diets do not work and are not a healthy way to lose weight. These four diets promise dramatic results that are not typical and do not result in long-term weight loss. The consumers that reviewed these diets did lose weight, but they didn't learn how to keep the weight off. They didn't learn portion sizes and what they should eat. Also, many of the diets did not have an exercise program along with the diet. Maintaining a healthy weight should be about living a healthy lifestyle and none of these diets promote this. Jenny Craig may promote living a healthy lifestyle, but I don't think most people do learn how to change their lifestyles themselves. The focus should not be on losing weight fast because this is unhealthy and does not result in losing fat. Fad diets are more harmful than beneficial. Living a healthy lifestyle by eating a well balanced diet and including a weekly physical activity plan is a healthier and more effective way to maintain weight.

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