

The Weight Gain Trap

How a Short-term “Diet” Can Lead to a Lifetime of “Gain”

You’ve done it – you achieved your weight loss goal one more time!

After trying one diet after another, you managed to slim your way down two whole sizes. The outfits you bought two-sizes-too-small on purpose came out of their closet-exile, as you proudly display your hard-earned figure in front of your family and friends. Helping yourself to a heaping plateful of lavish hors'deuvres, you were confident that you could splurge and get right back on your diet. But one more time, you couldn't stop yourself and gained all the weight back, and then some. Sound familiar? Read on.

Each year, millions of Americans fall victim to the “weight gain trap”. In an attempt to lose weight quickly many people resort to drastic, unhealthy dieting methods, such as trying one commercial fad diet after another and completely cutting out necessary nutrients, or worse, taking over-the-counter diet pills that are mostly ineffective and at times may even result in life-threatening consequences.

But that’s not all. Not only can commercial fad diets and yo-yo dieting put your health and well-being at risk, but according to studies conducted by the National Institute of Child Health and Human Development (NICHD) and National Institute of Diabetes and Digestive and Kidney Diseases (NIDDK), the small weight gain before and after the holidays does not come off so easily – even over a period of time.¹

The study tracked the weights of 195 adult participants from late September to early March. During that period, the majority of participants gained an average of 1.06 pounds. One year after the study began, 165 of the participants were weighed again, and the results showed an average weight gain of 1.36 pounds from their initial weights. While fewer than 10 percent of the participants had gained more than five pounds during the holiday season, the majority of the participants not only kept on the weight that they previously gained, but added additional weight.

“Not everyone gains weight, but if you put on a few (pounds) over the holidays, those pounds rarely ever come off,” added Dr. Lawrence Stifler, president of Health Management Resources (HMR), which specializes in professional programs for weight and health management.² “The average person today is probably gaining about 12 pounds per decade. If you gain a pound or so over the holidays, there it is.”

Why fad diets don’t work

As convenient as they are, popular commercial diets such as substituting weight-loss shakes and bars for proper, nutritionally balanced meals or severely cutting down your caloric and carbohydrate intake can have a negative and long-lasting impact on your health.

Losing weight drastically only to gain it right back, a.k.a. “yo-yo” dieting, is a common cycle based on lack of education regarding proper nutrition and healthy eating habits. Repetitive yo-yo dieting can take its toll on the body until you finally lose your ability to “bounce back” to your ideal weight. As a result, not only will it become more difficult to lose the pounds, but your natural defense system weakens, exposing you to illnesses.

Don’t lose at your own weight-loss game; learn to eat right and win – for life

While fad diets come and go, learning to eat healthy will always be in style! It’s easier than it sounds, it’s good for your body, and best of all, once you master the simple art of it, there’s no more yo-yo dieting.

Here are basic tips for getting started:

- **Keep hydrated** – Try to drink water that constitutes half of your body weight in ounces. For example, if you weigh 150 pounds, you should be drinking 75 ounces of purified water
- **Don't eat in front of the TV** – leads to mindless snacking
- **Stay active** – being physically active burns more calories than being a couch potato, and is one of the main components of good health
- **Don't starve your body** – leads to overeating which results in extra calories stored in your body as fat
- **Eat smaller portions when eating at a restaurant** – request to have ½ of the main dish for take out, so you're served only the other ½ on your plate
- **Plan your food ahead** – keep healthy snacks in your handbag/desk so you don't run to the vending machine for junk food
- **Allow yourself a treat once in a while** – it's OK to treat yourself in small amounts. Preventing yourself from satisfying your occasional craving will only lead to obsession
- **Eliminate harmful toxins and wastes in your body** – toxins can sabotage your healthy eating efforts; therefore, you should add natural health supplements such as Sun Chlorella to your daily meals

Sun Chlorella: The non-dieter's secret

Following a healthy eating plan is your first step to permanent weight loss. Sometimes, however, there are other factors that guide successful weight management. Supplementing your newly improved eating plan with all-natural food supplements like Sun Chlorella will not only enhance your weight management efforts, but will help revitalize your body's own natural defense system.

Sun Chlorella is a freshwater single-celled green algae containing over 20 vitamins and minerals, all of the essential amino acids, fiber, and chlorophyll to keep your system purified and healthy. Sun Chlorella is rich in two of the nature's most powerful purifiers: fiber and chlorophyll. Fiber promotes the movement of waste through your system by "grabbing" onto them and carrying them out of your body for healthy digestion and elimination. Chlorophyll purifies your blood of harmful toxins and metals by "clinging" to them and guiding them out of your bloodstream.

Bodily wastes and toxins can slow down your body's normal functions. When your body cannot function properly, not only will your metabolism slow down but your overall health is at risk. Your immune system shuts down, leaving you at the mercy of illnesses.

The key to successful weight management is eating healthy and making sure your body and its functions are healthy, too. Sun Chlorella holds the key to help "non-dieters" achieve their ultimate goal – Healthy Weight Management for Life!

For more product information or a **FREE** sample of Sun Chlorella please call 1-800-829-2828, ext. 2604.

¹ The National Institute of Child Health & Human Development and the National Institute of Diabetes and Digestive and Kidney Diseases. (2000, March). Holiday weight gain slight, but may last a life time. Retrieved December 2, 2005, from the National Institute of Child Health & Human Development website: <http://www.nichd.nih.gov/new/releases/holidayweightgain.cfm>

² Weinberg, Jean. (2005, January 2). Tackling holiday weight woes. Retrieved December 2, 2005, from <http://www.cnn.com/2004/HEALTH/diet.fitness/12/29/holiday.weight/>