

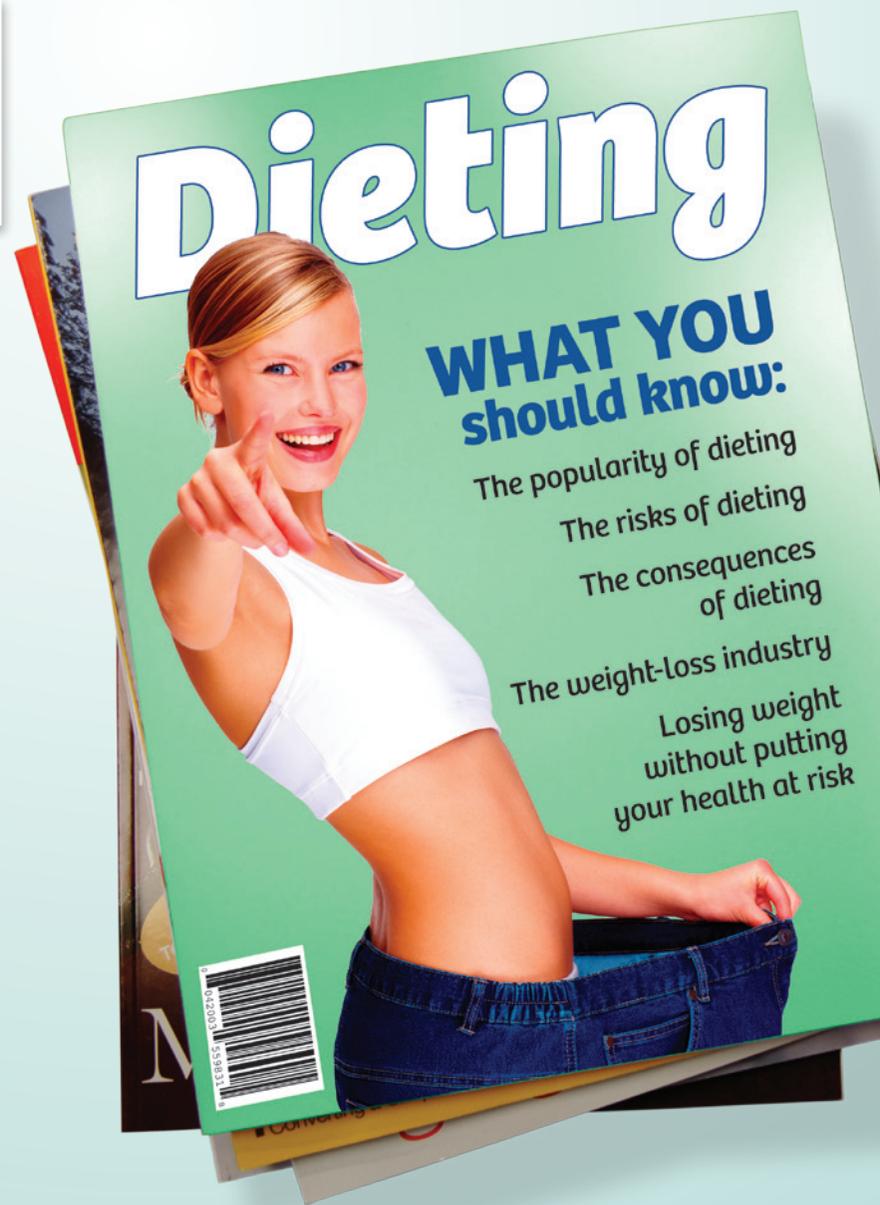
# You aren't **ALONE** in wanting to lose weight

- **1 woman out of 2 in Quebec** wants to lose weight
- **45% of children aged 9 in Quebec** aren't happy with their figure
- **Half of Quebec women** try dieting more than twice a year
- Losing weight **does not mean** you are healthier
- Many women **mistakenly believe** losing weight will improve their self-esteem, make them more attractive and make them sexier.



## SOLUTION: 8 THINGS TO CONSIDER WHEN YOU WANT TO LOSE WEIGHT

- 1 Weight-loss pace**  
Does my plan focus on losing more than 1-2 pounds per week?
- 2 Methods used**  
Does my plan focus on what food I eat, physical activity and changing my habits? Is health professional support available?
- 3 Food intervention**  
Do you vary the meals you make, experiment with different flavours, colours and ingredients? Eating right is good for your health but it can also be fun and delicious!
- 4 Physical activity**  
Does my plan have an element of physical activity, the kind I enjoy?
- 5 Efficiency**  
Has the approach I am taking been scientifically verified, and is it efficient over the long term?
- 6 Danger**  
Is my plan safe, meaning is it devoid of danger and secondary effects?
- 7 Advertising**  
Are the ads related to my plan realistic?
- 8 What it costs**  
Can I realistically evaluate the total cost of my plan?



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Scientific references: *Publications* Section

**MOST IMPORTANTLY, KNOW THAT YOU  
AREN'T ALONE IN WANTING TO LOSE WEIGHT.**

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## WHY DOESN'T DIETING WORK?

Diets don't take into account the reasons why you are gaining weight:

- Heredity, disease, medication, age, etc.
- Eating habits, physical activity, being obsessed with one's own weight, etc.
- Perfectionism, low self-esteem, anxiety, stress, etc.
- Standards of beauty, the environment, the type of work we do, etc.

Once the diet is over, we go back to our old habits and the pounds we lost come back little by little... and sometimes we gain back more than we lost!



## DIETING CAN BE HAZARDOUS TO YOUR HEALTH

- Constipation
- Diarrhea
- Headaches
- Dizziness
- Intolerance to cold
- Muscle cramps
- Hair loss
- Heart attacks\*
- Death\*

\* Potential consequences of very low calorie diets.

 **WARNING**

Always being on a diet might make you gain weight.

## ARE YOU TOO PREOCCUPIED WITH YOUR WEIGHT?

The more you are preoccupied with your weight, the more you are at risk of suffering from depression and stress. Day-to-day activities like meals, getting dressed and playing sports can be transformed into major sources of anxiety.

## THE WEIGHT-LOSS INDUSTRY IS LYING TO YOU

To increase sales, the weight-loss industry takes advantage of your desire to lose weight.

It makes a number of false promises:

- "Lose weight and never gain it back, guaranteed!"
- "Lose weight without pain!"
- "Lose weight without giving up the food you love!"
- "Lose 30 pounds in 30 days!"



These statements have been recognized as being impossible.

The weight-loss industry has annual revenues in the billions:

- This industry takes advantage of the fact that its methods don't work:
  - It can then sell its diet repeatedly.
- If the miracle diet existed, we would all have the bodies we've dreamed of!

Diets lead us to believe that effort and desire are enough to lose weight. Women who have been unsuccessful in their attempts to lose weight following diets often feel guilty rather than sceptical of the methods.

Don't feel responsible, it's the diets that don't work!