

Diet Book Project for Nutrition Assessment Lab

Title:

“The Men’s Health Big Book of Exercises, Four Weeks to a Leaner, Stronger, More Muscular YOU.”
Adam Campbell, Fitness Director, Men’s Health.

Rationale/Claim:

“The World’s Greatest 4-Week Diet & Exercise Plan.”

Oneway weight loss can be obtained: burn more calories than you eat and restrict carbs.

According to the USDA survey an average American eats 82 grams of added sugar every day. So simply avoid foods with added sugar.

Eat meat, vegetables, whole fruit, and eggs plus eat whatever you want for one meal a week.

Overview of the Diet

Step I: Don’t overanalyze your diet, does not include restricting entire food groups. Try this diet for 2 weeks if it doesn’t work move to step II.

Step II: To much starch messes with your blood sugar.

According to USDA Human Nutrition Research Center at Tufts University found that consuming carbohydrates such as bread, pasta and rice promotes an increase in total calorie consumption.

Limit yourself to 2 servings of starch per day (if you are following the exercise program, otherwise 1).

Avoid: potatoes, beans, corn, peas

Rest of the guidelines:

Never restrict your produce intake.

Eat protein with every meal: so you always have raw material to build and maintain muscle. According to University of Illinois researchers found that dieters who eat higher amounts of protein lose more fat.

Don’t be afraid of fat: Research says that diets containing upward of 60% fat are just as effective as for weight loss as 20% fat diet. Fat is filling and helps to decrease feeling deprived. Since you have taken our products with added sugar the overload of fat will not be a problem.

Eat until you are satisfied do not let yourself get stuffed.

Step III: Portion control: take your desired body weight multiply by 10 to 12 and that is the calories you should eat. Keep a food journal for 2 weeks and use free nutrient analysis program.

Breakfast: Eggs (any preparation) and meat (even bacon/sausage!).

Lunch: A “big salad” with meat, or a burger without the bun.

Dinner: Any meat with any “approved” vegetable (non-starch).

Snacks: Any type of cheese, nuts, seeds, veggies & ranch, or a protein shake!

Drinks: Any beverage with less than 5 kcals per serving. Also, two alcoholic drinks per day are permitted (no mixers of course!).

Nutrition Secrets

Get selenium, linked to lower rates of cancer, by eating pork chops. Researchers in the Netherlands reported that metabolites in mushrooms when digested have been shown to boost immunity and prevent cancer growth. Red pepper flakes extinguish your appetite.

The sugar information would confuse the consumer because they would start counting the grams of sugar on nutrition labels, which does not always reflect added sugar.

Fatty foods are fair game: from chicken skin to butter, and “meat with flavor”, they keep you satisfied and you can eat them guilt free! (As long as they are natural, whole foods)

Is it Well Rounded & Sustainable?

The diet is basically whole foods based diet that follows the typical pattern of low-carb and calorie restrictive diets. If your diet were not already similar, it would be really difficult to follow. For example, one is only allowed to eat one serving of starch per day, unless following the “intense workout” schedule (where two servings are allowed). They do allow the dieter to eat what they want *one meal* per week, but it would be more sustainable to allow them to indulge once per day in a food that they are craving. The average person would feel pretty deprived and restricted on this diet. Also, since the only real goal is weight loss, it may work temporarily but it would be hard to maintain in the long run. This is especially true as no suggestions are given on how to make a behavior change besides perseverance and willpower. A huge portion of the book is filled with various strength building and muscle toning exercises, and very little thought seems to be given to the nutrition section.

Critical Comments

The suggested kcal level is quite restrictive for someone who is following the exercise program outlined in the rest of the book. The user is told to take their ideal weight and multiply it by 10-12. This could be quite restrictive depending on how much you are trying to lose and what your actual requirements are. For example, someone who weighs 190 pounds and 6 feet tall and wants to weigh 160 should only eat about 1600-1900 kcals per day when their estimated requirements including the recommended exercise

program might require at least 2,500 kcals. This is a 600-900 calorie restriction is difficult enough, especially considering they insist that you eat as much fat as possible to make up for lost carbs. Further, a lot of protein is recommended (as much as your calorie restriction allows), but the diet is very low in complex carbohydrates and very high in exercise requirements. Thus, it will most likely lead to ketosis. It seems like a pretty hard diet to follow, and with all of the working out it will be difficult to live without starch. I think the vegetable freedom of the diet could be cost effective, but that the high requirement for meats, nuts, and cheeses may be quite expensive in the long run (especially as cost efficient starches are nearly eliminated). Besides the lack of complex carbohydrates, the diet would seem palatable to someone who loves to only eat whole or nutrient-dense foods. For the average person starting a weight loss diet, however, this could be pretty difficult and restrictive.

Overall Conclusion

After a thorough analysis, we would not recommend this re-packaged low-carb, calorie restrictive diet to clients. Even though it allows for ample vegetables and un-processed foods, it would be difficult for most people to follow due to the carbohydrate and “junk foods” restriction. Changes like this are best made gradually and over the long term. This diet in combination with the recommended exercise program would most likely cause ketosis and could lead to kidney damage and even greater health consequences for the dieter. It is definitely not a long-term weight loss solution; the time frame of the whole plan itself proves results in 4 weeks. We believe that four weeks is about as long as most people could have success on such a restrictive diet.