



- sports
- diets
- pills
- fasting
- **health**

# Losing weight... or **be** yourself

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- *Final report*, Analysis section, *Éducation aux saines pratiques de contrôle du poids comme stratégie de promotion d'un mode de vie sain* project, AS PQ, May 2003;
- *1998 Health and Social Survey*, Institut de la statistique du Québec, Government of Québec, pp. 185-199; 2000;
- *Report of the Task Force on the Treatment of Obesity*, Ottawa, Health Services and Promotion Branch, Supply and Services Canada, Health and Welfare Canada, 1991;
- *Canadian Guidelines for Body Weight Classification in Adults*, Public Works and Government Services Canada, Health Canada, 2003;
- *Choisir de maigrir? Guide pour les intervenants*, Collectif action alternative en obésité (CAAO) 2003;
- *Enquête sur les méthodes de perte ou de contrôle de poids*, May 2003, Bureau des interviewers professionnels;
- *Summary statement*, June 2003, CARMOCOM inc.;
- *Weight-Loss Advertising: an analysis of current trends*, Federal Trade Commission Staff Report, September 2002

# Table of contents

# Losing weight... or be yourself



Some “miracle” weight-loss ads found in newspapers	3
Do WLPSM live up to their promises?	4
Natural health products: Just don’t swallow anything!	6
A close-up look at WLPSM	8
Some facts about the use of WLPSM in Québec	11
When losing weight goes wrong...	12
Have I chosen the right method to lose weight?	14
Is my weight normal?	16
According to my body mass index (BMI)...	18
To each her own	19
Reining in an industry	25

This guide was produced in order to provide information on **weight-loss products, services and methods, referred to as WLPSM** throughout this document. It is also meant to serve as “food for thought” in exploring what motivates us to use these products. We hope you will find this guide useful as a personal tool for consultation and discussion.

le monde veut v

150 lbs  
100 lbs  
150 lbs  
150 lbs

"In just 6 weeks of my weight loss plan, I have lost 22 pounds and shrank 12 inches off my waist!"

"I really lost 54 pounds in only 12 weeks, really doing work. I'm a believer!"

# Régime express pour gens pressés

**Poids :** moins 3,5 kg  
**Taille :** moins 8,7 cm  
**Hanches :** moins 8 cm  
**Cuisses :** moins 3,8 cm

**Efficacité testée**  
**Résultats prouvés**

Le produit a fait l'objet d'études cliniques par un laboratoire agréé par le Ministère de la Santé. Des personnes ont perdu du poids et des cm à la taille, aux hanches et aux cuisses.



Before Midpoint After

Don's results not typical

How To Lose Weight  
Look Great With The  
Use Of Ephedra-Free

...ANT...



# Les gélules de vinaigre de cidre : le plus naturel des mange-graisses !



...RETROUVER UNE BELLE SILHOUETTE ET LA FORME

...APRÈS



# Some «miracle» weight-loss ads found in newspapers

**"Lose weight while you sleep"**

Keep on dreaming... is it really possible to lose weight without any effort?

**"Lose weight and keep it off for good"**

Shouldn't we be suspicious of ads promising permanent weight loss?

**"John Smith lost 84 pounds in six weeks"**

Assuming that this statement is true, will another person's success guarantee yours?

**"Lose all the weight you want for only \$39.99"**

At that price, the only thing getting thinner is your wallet!

**"New scientific breakthrough... a medical miracle"**

As far as losing weight goes, do miracles really exist?

**"Lose 30 pounds in 30 days"**

Isn't such a rapid weight loss bad for your health?

**"This product contains natural ingredients and will help you lose weight without dieting or exercising. Plus, you can continue to eat what you want!"**

In the wonderful world of weight loss, everything seems possible. Can we really lose weight by eating whatever strikes our fancy and without any exercise?

# Do **WLPSM** live up to their **promises** ?

A flat stomach, slender legs and a model-thin figure this is what many women in Québec long for. The weight-loss industry offers a multitude of choices for these women: diets, meal replacements, weight-loss programs, natural products, as well as numerous additional devices and methods. **A study<sup>1</sup> on more than 200 of the some 350 WLPSM available in Québec revealed that most of them do not comply with the criteria<sup>2</sup> associated with healthy weight management.** This study's main finding were:

**1.** Several WLPSM promote the misleading assumption that rapid weight loss can be safe. Above all else, users of WLPSM want to lose fat. However, rapid weight loss also entails losing water and muscle tissue, which is not desirable.

**2.** Fewer than 1% of the WLPSM studied advocate weight-loss methods combining dietary modifications with physical activity and lifestyle changes, depending on individual user characteristics. Yet these factors are essential to a healthy weight loss.



3. Fewer than 5% of the reviewed WLPSM provide for a structured, supervised environment and, if they do, in most cases it is not monitored by qualified personnel such as physicians or dietitians.
4. Nutritional advice given along with WLPSM is often too general and does not take into account individual dietary habits.
5. Fewer than 35% of WLPSM encourage physical activity; most ignore this factor completely.
6. Once a person has chosen a specific weight-loss program, additional dietary supplements or devices are often suggested or even strongly recommended. Most of these merely empty consumers' wallets.
7. The number of rigorous studies assessing the safety and effectiveness of WLPSM in long-term maintenance of weight loss is very low.

Should we continue to encourage an industry with such a **poor performance**, an industry that fails to fulfill its promises?



<sup>1</sup>Carried out as part of the *Éducation aux saines pratiques de contrôle du poids comme stratégie de promotion d'un mode de vie sain* project, Association pour la santé publique du Québec (ASPO), May 2003.

<sup>2</sup>Established in collaboration with a committee of experts working on the same project.

# Natural health products: Just don't swallow **anything!**

Each year, a number of women in Québec select natural health products in their quest to lose weight. **Does “natural” really mean “harmless”?**

- The vast majority of natural health products found on supermarket and drugstore shelves are sold like regular food items. **They have not undergone strict testing procedures ensuring quality and safety**, and their manufacturers are not obliged to label them appropriately. However, manufacturers do not have the right to describe their products as possessing therapeutic properties that will, for example, cure obesity.
- There is now a regulation that applies specifically to natural health products. These products must receive Health Canada's approval to be authorized for sell, in which case they are labelled with an **identification number starting with DIN or NPN.**
- It is possible that some natural products have been **contaminated** with substances such as pollen, or with heavy metals such as arsenic, lead or mercury. Products imported from the Far East, in particular, have garnered a bad reputation in this respect.

**In 1996, Health Canada prohibited the sale of 29 products from China, after analysis revealed unacceptable heavy metals contents.**



*This is the identification number that appears on the packaging of a Tylenol product.*

DIN 00723908



- A fair number of natural health products contain one or more ingredients that are likely to cause adverse **side effects** or manifest an incompatibility with some medications or foods (algae, senna, milk thistle, *Cascara sagrada*, etc.).
- Some products contain active ingredients that can be dangerous to your health. This is particularly true for products based on *Ma Huang*, or *Ephedra*, the plant from which **ephedrine** is derived. In combination with other stimulants (e.g., caffeine) this substance has been associated with numerous adverse side effects: Heart attacks, stroke, seizures, psychoses and death.

In January 2002, Health Canada pulled several ephedrine-based products off the market, specifically those containing caffeine, as well as those with an ephedrine dose exceeding 8 mg individually, or 32 mg/day.

It should be noted that this substance is authorized, however, in the manufacturing of decongestant products.



# A close-up look at WLPSM

In the world of WLPSM, results vary and risks are often unknown.

Types of WLPSM	Their characteristics	Results	Risks
<b>High-protein diets</b> (e.g., the Scarsdale diet)	A <b>rigid</b> diet program with a <b>lack of menu variety</b> (each day corresponds to a choice of certain foods, no alternative choices are possible).	Substantial weight loss, but lost pounds are likely to be regained quickly.	<b>Deficient</b> in calcium and other fatty acids that are absolutely necessary for brain function.  Loss of muscle mass.
<b>High-protein, low-carbohydrate diets</b> (e.g., Atkins)	<b>Forbid</b> all starchy foods, legumes, fruits and sugar. No limit on the consumption of fat-rich food (butter, oil) and proteins (red meat, eggs).	Loss of 2–4 kilograms in the first week, but weight loss slows down afterwards. Once off this diet, weight regain is substantial.	Fatigue, constipation, excessive increase of blood cholesterol level. <b>Lack</b> of vitamins, fiber and minerals.

Types of WLPSM	Their characteristics	Results	Risks
Diets based on the glycemic index (e.g., Montignac)	<b>Exclusion</b> of foods that increase blood sugar levels (white flour, potatoes, cooked carrots, etc.).	Variable weight loss, depending on intake restriction.	Nourishing foods <b>deprivation</b> .
Food combining diets (e.g., Démis Roussos diet, Fit for Life)	Choices restricted to one category of food at a time.	Variable weight loss, depending on intake restriction.	Digestive problems, lack of energy.
Diets based on blood types (e.g., D'Adamo)	Works on the assumption that some foods are <b>incompatible</b> with your blood type.	Variable weight loss, depending on intake restriction.	Does not encourage eating a variety of foods from the four main food groups.
Commercial weight-loss programs (e.g., Weight Watchers, Centre de santé minceur, Minçavi, Bioligne)	Participants receive support and motivation through individual or group meetings. Diets include food <b>restrictions</b> .	Good <b>short-term</b> weight loss, due to the significant intake restriction.	Lost pounds are <b>regained</b> , which would partly explain the “life membership” offered by some programs!

Types of WLPSM	Their characteristics	Results	Risks
<p><b>Weight-loss programs with a mutual-support focus (e.g., Overeaters Anonymous)</b></p>	<p>Such programs aim to help people overcome their compulsive overeating.</p> <p><b>Inspirational dimension</b>, similar to that of AA.</p>	<p>Variable results. Does not target weight loss per se, but rather the control of eating.</p>	<p>The elimination of some foods, which may cause food “manias,” fostering <b>food obsessions</b>.</p>
<p><b>Meal replacements</b></p>	<p>On average, 250 calories per portion. Meals are <b>monotonous</b> and lack variety.</p>	<p>Rapid weight loss, but weight is regained just as quickly.</p>	<p>Abuse or misuse may lead to substantial nutritional <b>deficiencies</b> and low energy levels, as well as a number of health problems.</p>
<p><b>Natural health products</b></p>	<p>Exist in abundance. Some are derived from plants with laxative qualities and substances known for their appetite-suppressing properties.</p>	<p>When there is weight loss it’s rather linked to the diet than to the product itself. In the case of laxative or diuretic substances, weight loss is linked to dehydration.</p>	<p>Some are dangerous and can have fatal consequences (see “Natural health products: Just don’t swallow anything!”, pages 6–7).</p>

Sources:

*Weight-Loss Advertising: an analysis of current trends.* Federal Trade Commission, September 2002. [www.ftc.gov/bcp/online/pbs/alerts/paunch.htm](http://www.ftc.gov/bcp/online/pbs/alerts/paunch.htm)

*Éducation aux saines pratiques de contrôle du poids comme stratégie de promotion d’un mode de vie sain.* Final report, Analysis section, Association pour la santé publique du Québec (ASPQ), May 2003.

## Some **facts** about the use of **WLPSM** in Québec



**A survey<sup>1</sup> of 399 Québec women who had used a WLPSM during the previous 12 months showed that:**

- **37 %** of women who use WLPSM have a normal body weight;
- **45 %** of women attempt losing weight more than twice per year;
- **39 %** of women have become concerned about their weight before the age of 19;
- **A number of women become addicted to using WLPSM;**
- **Few women can imagine their lives without controlling their weight;**
- **Despite the popularity of natural products, a good many users do not consider them effective.**

<sup>1</sup>Survey on weight-loss and weight-control methods, May 2003.  
Bureau des interviewers professionnels.

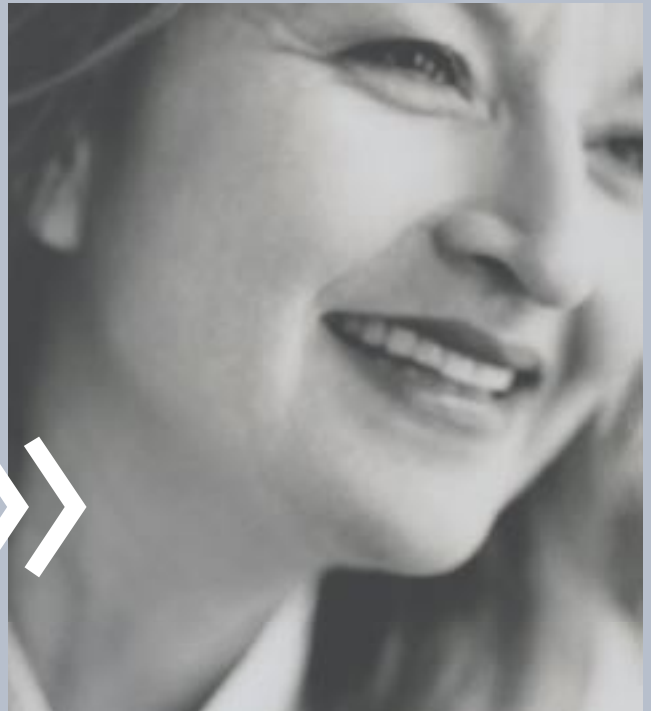
# When **losing weight** goes wrong...



**Michèle, 42: "I lost weight, but it didn't last."**

Last year I decided to lose some weight and, for a few months, I followed a very strict diet that cut the portions I ate in half. When I finally reached my weight goal, I started to eat again in just the same way I had before. Unfortunately, I have since regained all the weight I lost.

I know now that my too-restrictive diet was the reason for putting all that weight back on. After having been deprived of food over a period of time, the body stashes away calories much easier than before. I have learned that this is a normal process that I could have avoided by reducing my portions just a bit, eating fewer high-fat foods, choosing lighter desserts, etc. Would I follow a restricted diet again? No, I don't think so.





**Sophie, 34: "I'm practically always on a diet."**

Diets, natural products, meal replacements, I know every weight-loss method there is and I have tried them all! Every year I repeat the process, before summer vacation

or after the holiday season. And, as usual, I regain the weight I lose, I feel I have failed, and that really discourages me. For a few years now I have taken part in mutual-support groups. I have managed to lose weight, but I put it back on as soon as I am on my own... I now feel I am unable to control my weight.

But I have to find a way to break this vicious cycle. I have also made the decision to stop going on diets and to leave the miracle products alone. To succeed in doing this, I'm going to seek out the help of a health professional, perhaps the nutritionist at my local CLSC. I will also make an effort to accept my physiological limits and stop fighting against myself! I now realize that not many women are made to be extremely slim.

**Carole, 37: "Natural health products have made me ill."**

A friend told me recently about a natural product that suppresses hunger. Hoping to lose those extra pounds, I bought the product on the Internet. I took it for one month and, since then, I have often had headaches, have difficulty in getting to sleep and I sometimes start shaking.

I discovered that this weight-loss product is made from ephedrine, a substance that could be dangerous to my health. In combination with stimulants, this substance may apparently provoke even more serious problems than those I have experienced, such as heart attacks, strokes, seizures and psychoses. Ephedrine can even be fatal. That's it for me: I am not taking it anymore. And before being lured in by another product, I will think twice and consult a physician or dietitian first.



# Have I chosen the right **way** to lose weight?

Are you convinced that you have discovered **THE** sure-fire method to control your weight? Examine the information available for your method or product of choice and see if it passes the test below.

- 1. The indicated weight loss is gradual (about 1 to 2 pounds [0.5 to 1 kilo] per week).**  
 Yes       No       Don't know
- 2. The proposed caloric intake is at least 1200 calories per day for women.**  
 Yes       No       Don't know
- 3. The proposed method advocates healthy food choices, regular physical activity and lifestyle changes.**  
 Yes       No       Don't know
- 4. The method provides a personalized approach and monitoring is ensured by health professionals (physicians, dietitians, kinesiologists<sup>1</sup>).**  
 Yes       No       Don't know
- 5. The method does not recommend the use of products, dietary supplements or devices.**  
 Yes       No       Don't know

<sup>1</sup>A kinesiologist is a health professional who evaluates an individual's physical condition and lifestyle.



6. The method involves eating foods from the four major food groups, as recommended by *Canada's Food Guide to Healthy Eating*.  
 Yes     No     Don't know
7. The method proposes the gradual introduction of regular physical activity (at least 30 minutes per day), taking into account the dieter's age and overall physical condition.  
 Yes     No     Don't know
8. The method is based on well-founded scientific principles.  
 Yes     No     Don't know
9. The methods' long-term effectiveness (at least one year) has been evaluated.
10. The method can be used safely.  
 Yes     No     Don't know
11. Advertising for this method includes realistic assertions, as well as accurate, comprehensive information.  
 Yes     No     Don't know
12. Information about the total cost of the selected method is available.  
 Yes     No     Don't know

## Results

Give yourself one point for every time you answered **YES**. If you have:

- **12 points.** Perfect! You can assume that your method of choice constitutes a healthy way of controlling your weight.
- **Between 8 and 11 points.** Not bad, but review the areas where your method didn't pass the test. You be the judge.
- **7 points and less.** We suggest you re-evaluate your choice.

Did you select **DON'T KNOW** often?

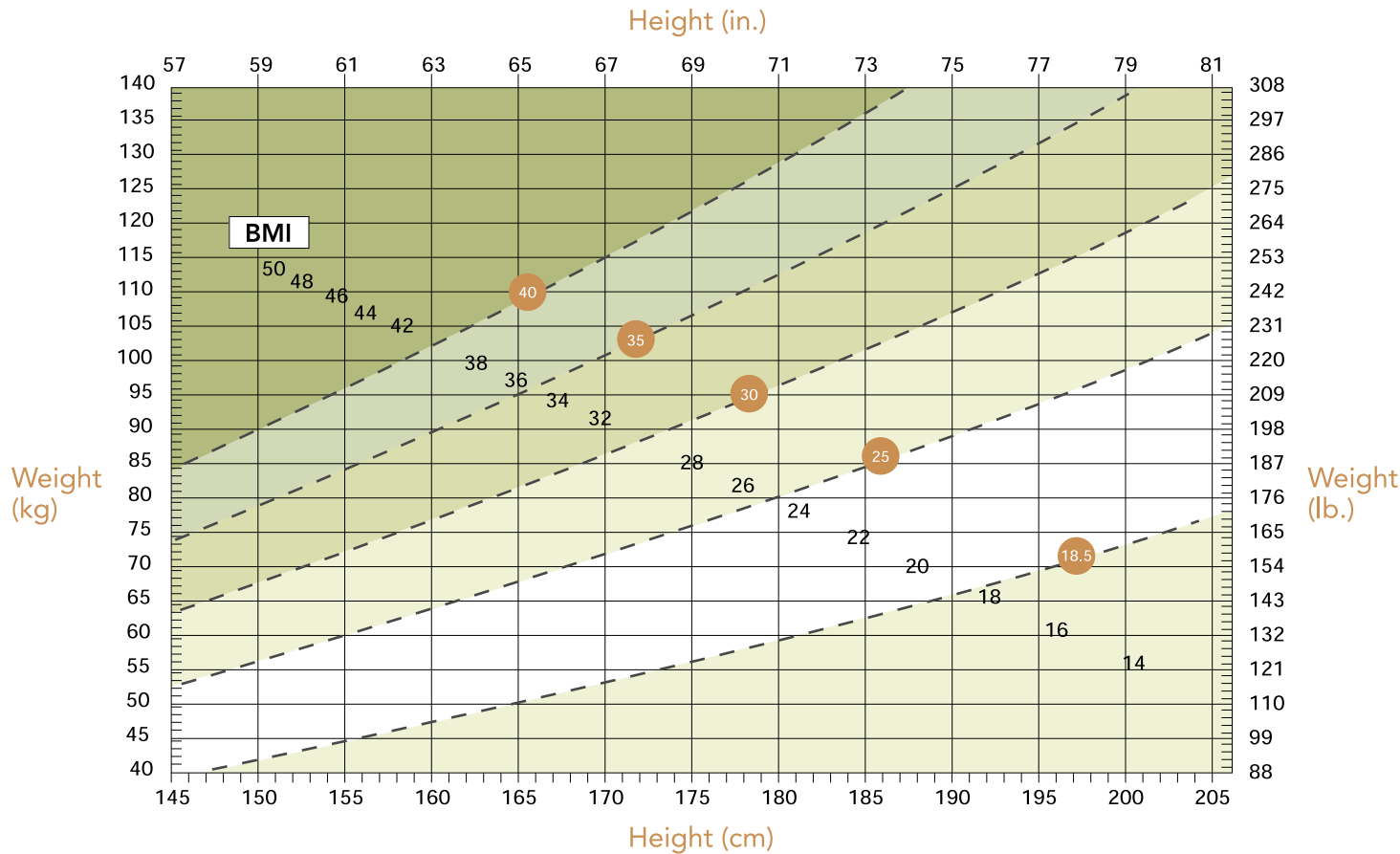
It's important that you learn more.

# Is my **weight** **normal**?

You have tried to lose a little weight, a lot, even more... and you have always put it back on! Perhaps you have set yourself a goal that is not suitable for your body type. A "normal" weight varies from person to person, simply because we all have different heights and different bone structures. Therefore, specific weight ranges are attributed to specific body heights, an approach that helps avoid potential health problems.



The body mass index (BMI) will tell you if your weight is normal. In order to figure out in which zone lies your BMI value, find the intersection point corresponding to your height and weight in the table shown on the next page. Then going to page 18 you can find your BMI classification.



## According to my **body mass index (BMI)**...

BMI	Classification	Risk of having health problems
< 18,5	<b>Underweight</b>	<b>High risk</b> of hypertension, irregular heartbeat, depression, anemia and fatigue.
18,5-24,9	<b>Normal weight</b>	<b>Very little risk.</b> If your value lies in this range, we suggest you stay there.
25,0-29,9	<b>Overweight</b>	<b>High risk</b> , particularly if combined with bad lifestyle habits, if your waist measures more than 95 cm or if someone in your family suffers or has suffered from a chronic disease.
30,0 et plus	<b>Obese</b>	<b>Very high risk</b> of hypertension, diabetes and cardiovascular diseases. It is recommended that you consult with a dietitian or physician in order to learn how you could achieve your normal weight.

Note: For persons over 65, a BMI range of 18.5 to 29.9 is considered "normal." Source: Adapted from a document published by Health Canada: *Canadian Guidelines for Body Weight Classification in Adults*, Public Works and Government Services Canada, 2003.

# To **each** her **own**

Is your **weight** normal?

▶▶▶ Go to **page 20**.

Are you **overweight** or do you suffer from **obesity**?

▶▶▶ Go to **page 23**.

Are you **underweight**?

Have you been underweight for a long time, but you eat normally, without trying to lose weight? Then you are probably slim by nature.

Or are you underweight because you diet and/or you use WLPSM? Your mental and physical health might be at stake. You should speak to a physician or nutritionist.

# Your weight is **normal**

Should women with normal weight lose weight? You should know that many women who have tried to lose some weight end up putting on more. Think twice before attempting it.... Rather than insisting on slimming down at any price, women of normal weight might evaluate possible areas where their lifestyle could be improved in order to feel better both physically and mentally.

## **Examine your relationship with food**

Our body sends us signals when it is hungry or full. It is important to recognize these signals in order to maintain a normal weight. Too often, however, women who have absolutely no weight problem deprive themselves of food. In doing so, they run the risk of developing a fixation on food and to consequently lose all control over what and how much they eat. Here are a few suggestions to help get back on top:

**1.** Forget all food restrictions and try to be at peace with both food and yourself.

**2.** Choose healthy foods and eat regularly.

**3.** Listen to your body: it will tell you when it is hungry and when it has had enough.

**4.** Eating is not merely a necessity, but one of life's greatest pleasures. Enjoy it!

## **Engage in physical activity—just for the fun of it**

Discontent with the way they look, many women engage in physical activity to lose weight or to shape their bodies. They are convinced that "where there's a will, there's a way," and they embark on the quest for the "perfect" body. In reality, though, they are bound to become discouraged, because they have chosen a fitness program that is too demanding or not well adapted to their physical capacities.

Far from a product of our will alone, our body shape is the result of our individual genetic make-up. To pretend to be able to refine it at our leisure is not realistic. Isn't the goal of physical activity to nourish both the body and the spirit?

It is this feeling of pleasure that prompts us to stay active, not the obsession with losing weight! A healthy lifestyle combined with a balanced nutrition and regular physical activity will not produce the “perfect” body, but it will contribute to our overall well-being.

### **Accept yourself the way you are**

We feel there is a better approach for women with normal weight levels: We need to stop believing that there is only one ideal image of female beauty. We need to accept ourselves the way we are. Why? Because this sole image of beauty, conveyed by the media and the fashion industry, leads women to attempt to achieve an unattainable ideal, making them vulnerable to physical and mental health problems in the process.

Most women feel the need to conform to certain beauty stereotypes. Is it not time to resist these pressures that reduce our bodies to mere objects, while enriching the weight-loss industry? Shouldn't we simply acknowledge the fact that

there are many different body types, and that beauty comes in many shapes and sizes?

It is up to us to refuse the beauty ideals dictated to us, ideals that are focussed on slimness at any price and that seemingly need to be embraced in order to lead a successful life. In fact, the body and its appearance are but one of many human dimensions.

To accept oneself as one is constitutes an enormous challenge in today's society. We need time to achieve this and, sometimes, a little help is greatly appreciated.<sup>1</sup> But if we simply begin by defining what we are and what we want, we will soon feel better both physically and mentally, and achieve harmony with our selves. And isn't that what counts the most?

<sup>1</sup> For more information, contact Équilibre, Groupe d'action sur le poids at: (514) 270-3779, or go to [www.equilibre.ca](http://www.equilibre.ca).



# Are you **overweight** or do you suffer from obesity?

Whether we are a little heavy or downright obese, the fact remains: this excess weight may sooner or later have a negative impact on our health. What, therefore, is to be done? WLPSM are clearly not the answer. Let us rather **explore in which areas we can modify our lifestyle** in order to improve our health, and then we will examine what cannot be changed.

**1. Establish realistic weight-loss goals.** People with substantial weight problems often set their goals too high. Losing 10% of your current weight IS a REALISTIC objective and will help to improve your health.

**2. Change your diet.** Consuming too much food partly explains weight gain, but bad eating habits can also negatively affect your health. It is a good idea to re-evaluate these.

**3. Engage in physical activity.** It is no secret: whatever our weight, our health benefits from any type of regular exercise. Even if we don't achieve any substantial weight loss, sports activities and exercise help us maintain our normal weight and keep us more alert.

**4. Adopt good lifestyle habits and be satisfied with the resulting changes to your body.** Mother Nature has endowed your body with its own unique biological limits (such as weight and shape), and it will defend those limits. Our will alone cannot change everything...

## **Cultivate a healthy relationship with food**

When we carry around extra pounds, we are easily lured into regarding food as our worst enemy. Nevertheless, we all need the energy and nutritional elements provided by the food we eat. And isn't eating also one of life's pleasures?

Here are some suggestions that will help you make peace with food in general, eat better and achieve a normal weight range:

**1. Listen to your body.** Eat when you are hungry and stop when you are full.

**2. Take time to eat.** It takes a while before your body can indicate that it is satiated.



**3. Eat at regular times.** Skipping a meal and eating twice as much later upsets the body's natural signals.

**4. Keep an eye on the size of portions.** These have become increasingly larger, especially in restaurants. You don't have to clean your plate.

**5. Don't be afraid to eat when you're hungry.** Carry food with you in order to have something healthy to eat if you suddenly become famished.

**6. Plan varied menus.** Include foods from all the different groups outlined in *Canada's Food Guide to Healthy Eating* at every meal.

**7. Don't always deprive yourself of your favourite foods.** Deprivation only encourages obsession. It can be helpful to make a classification system for yourself: those foods you eat every day, those you consume occasionally and those reserved for special occasions!!!

**8. Re-assess certain eating habits.** Avoid processed foods that contain a lot of fat and sugar.

### One step at a time...

You don't have to run a marathon or do intense aerobic workouts to improve your physical condition! You can be in better shape simply by adding some activities that make you move to your daily routine. Walking the dog, walking to the corner store, gardening or playing ball with your children: the idea is to choose an activity that is both practicable and enjoyable.

We should all try to exercise every day, in accordance with the recommendations of *Canada's Physical Activity Guide to Healthy Active Living*.<sup>1</sup> When you start out, combine various activities of 10 minutes each, gradually working up to a total of 60 minutes per day. You can then increase your exercise rhythm by incorporating activities that require a bit more effort, such as swimming or cycling.

It is all a matter of becoming aware of the physical and psychological benefits of exercise. After a while, the feeling of well-being that it provides encourages us to continue being active. As a result, exercise becomes no longer a pain, but a

pleasure! Never mind what the scale says: physical activity develops muscle tissue, which weighs more than fat tissue and may conceal any weight loss. But its benefits for your health are perfectly real!

### **A new weight-loss approach**

Whatever the creators of different weight-reduction programs may claim, there is no scientific proof that such programs guarantee weight loss. To make matters worse, the very use of WLPSM is likely one of the reasons behind the growing proportion of overweight and obese persons throughout the industrialized world.

Diets and food restrictions interfere with the body's natural signals for hunger and satiation. They also contribute to perpetuating the idea that, once someone has found the "perfect diet," his or her problem will be solved. A number of experts in the treatment of obesity consider it much more important to make peace with food and with oneself.

One approach<sup>2</sup> has helped overweight people relearn how to eat according to their real, physical needs by distinguishing true sensations of hunger from false. It has also helped them find appropriate means of satisfying other desires and to turn their back on societal pressures, in particular those coming from the advertising industry, that continually urge people to eat—and eat more. In brief, this approach promotes physical and mental health and encourages a healthy lifestyle.

<sup>1</sup> To obtain a copy of this guide, or to learn more about this subject, call 1-888-334-9769 or visit [www.guideap.com](http://www.guideap.com).

<sup>2</sup> For more information, contact *ÉquiLibre, Groupe d'action sur le poids* at: (514) 270-3779, or go to [www.equilibre.ca](http://www.equilibre.ca)

# Reining in an **industry**

A good part of the population, mostly women and young girls, want to lose weight for aesthetic reasons. In 1998, **48% of Québec women of normal weight expressed their desire to lose weight.** This percentage is even higher among adolescents, 70% of whom repeatedly undertake efforts to slim down or control their weight. Worse still, **one third of 9-year-old girls have already tried to lose weight!** All contribute to fatten the pockets of the weight-loss industry.

According to the Association pour la santé publique du Québec (ASPQ) and its partners, it is clear that the weight-

loss industry cares more about filling its pockets than fulfilling its promises. It is equally clear that WLPSM pose risks for the mental and physical health of their users.

If it is necessary to condemn the current situation, it is equally important that pressure be brought to bear on the government to suitably regulate the weight-loss industry—in particular, in terms of advertising—and enforce compliance with those **statutes governing labeling, as well as product efficacy and safety control mechanisms.** Public health is at stake. We must act now!





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 **ASPQ**  
ASSOCIATION POUR LA SANTÉ  
PUBLIQUE DU QUÉBEC