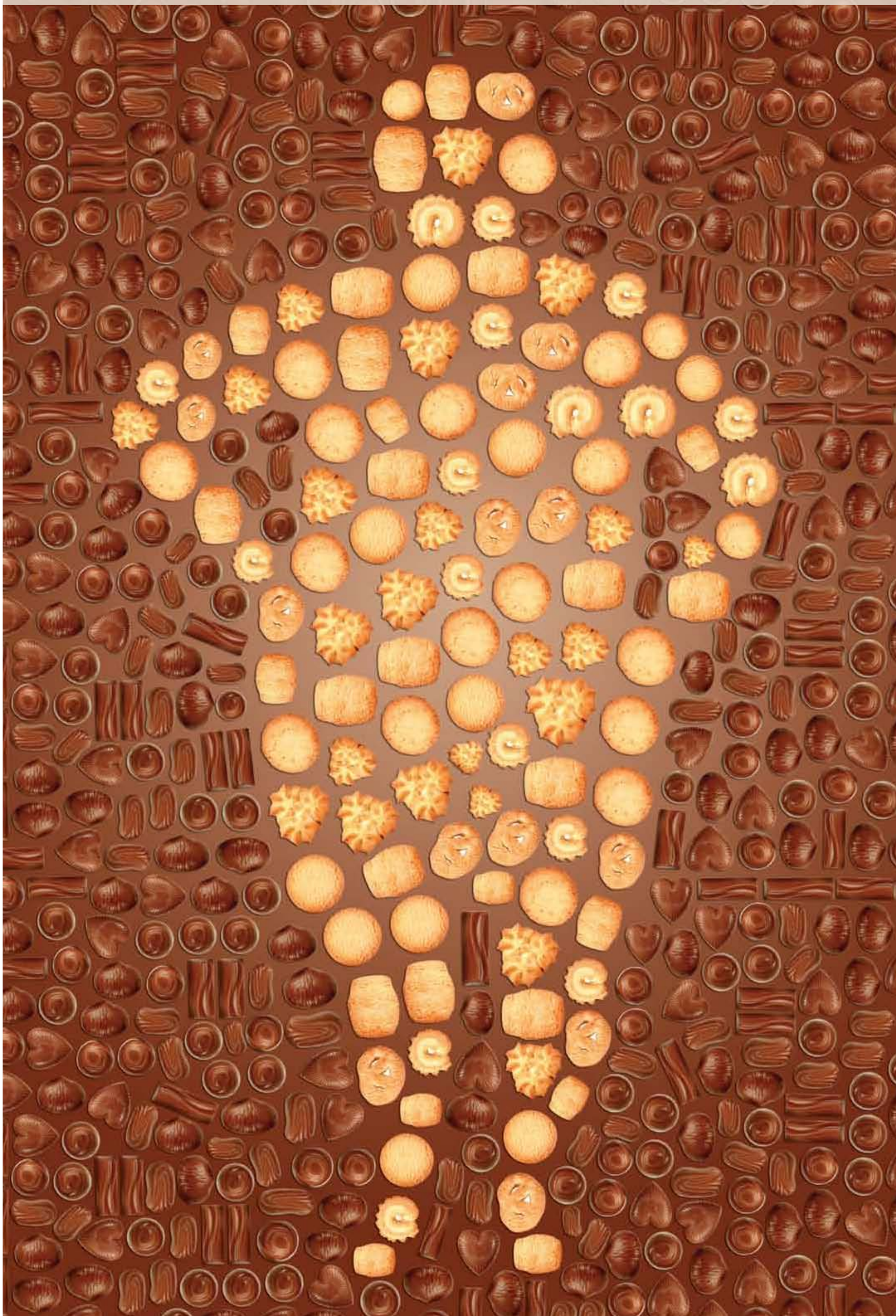


**MEDIA  
PLANET**

FEBRUARY 2010

# The Heavy Truth

YOUR GUIDE TO WHAT OBESITY IS, HOW ONE GETS THERE AND A WAY TO GET OUT!



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THE HEAVY TRUTH



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**MEDIA PLANET**

THE HEAVY TRUTH

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# Obesity: Lifestyle Choice or Lifestyle Chance?

Although energy balance is simply a matter of energy in and energy out, the determinants of energy in and energy out are anything but simple. Indeed, the how, when, and why we eat is perhaps the most complex of all human behaviors.

It is perhaps, therefore, not all that unexpected when study after study (let alone your own experience) shows that the simplistic formula: “eat less—move more” is so disappointingly ineffective in either preventing or treating excess weight. The issue is not whether or not obese people eat more or move less - the question is why they do so.

Health professionals, decision makers and the general public continue to believe that obesity is simply a matter of “choice”, or in other words, people struggling with excess weight are simply making the wrong choices. Were they only to smarten up and chose differently, their fat would simply melt away—hopefully forever.

Unfortunately, this “simple” formula for achieving a healthy weight is about as realistic as telling someone who is depressed to go and watch something funny on television. Spending all avail-

able resources on “prevention” only perpetuates the common notion that obesity is entirely preventable.

Let us for a minute assume that “lifestyle” truly is a major determinant of weight gain the question remains how much of lifestyle is truly simply a matter of “choice”.

How many of us simply chose sedentary jobs that keep us in front of a computer all day, simply chose to live in neighborhoods with no sidewalks, simply chose to work in jobs where we earn so little that we can only afford to feed our family fat and sugar-laden foods, simply chose to live so far from work that we face daily hour-long commutes that leave little time for recreational activity (let alone enough sleep), chose to work rather than stay home so we can be around to fix a healthy meal from scratch in time for when the kids come home from school, simply chose to drive a car

BY: ARYA SHARMA

rather than spend our money on the 5-9 daily servings of fruits and vegetables for everyone in our family, simply chose to have a TV in the house that streams endless hours of advertising to our children, simply chose to drive our kids to school rather than let them cross those five busy intersections, etc, etc, etc? Are all of these “lifestyle” factors simply a matter of choice? If yes, then I am sure we can all simply choose differently and obesity will vanish!

What if obesity is not simply the result of lifestyle “choice” but rather the result of lifestyle “chance”? Do we all truly have a chance to always feed our families healthy foods, have the chance to live in neighborhoods where it is safe for our kids to walk to school and play outside, have the chance to enroll them in daily sport programs, have the chance to prevent them from ever seeing ads for unhealthy foods, have the chance to ensure that they (and we) get eight to nine hours of sound sleep every night, have a chance to convince our politicians to make the right food and environmental policies?

If we don’t, but rather chose to con-



Arya Sharma

tinue living in this obesogenic environment, then do we truly have a chance of not gaining weight? Remember also, that the same environment does not treat everyone the same—some people can apparently eat all the junk food they want and still stay as thin as rakes, others, despite their best efforts simply keep packing on the pounds.

When it comes to lifestyle’s impact on obesity—is it not far more often a question of lifestyle chance than of choice.

Let us do our best to first give everyone a fair lifestyle chance and then see if we can perhaps beat the obesity epidemic after all.

# Taking Action On Obesity The Time is Now

There is no doubt about it—Canadians are heavier now than at any other time in our history. As it stands, two out three adults and more than a quarter of our kids are either overweight or obese. Even more troubling is the fact that this trend shows no signs of turning around any time soon, a reality that has serious implications for all of us.



Heidi Bates

Overweight and obesity are viewed by many as being largely problems of appearance. As a result, Canadians spend millions of dollars each year on plans, programs, and potions designed to deliver the “body beautiful.” However, the reality of the situation is in fact far graver than we may think. Overweight and obesity dramatically increase the risk of developing a range of serious medical conditions including heart disease, stroke, type 2 diabetes, high blood pressure, osteoarthritis, sleep apnea, gallbladder disease and certain types of cancer. In addition, overweight and obese individuals are also at risk for mental health concerns such as depression and low self-esteem.

For our children, the consequences of being overweight or obese are profound. It’s hard to believe it, but type 2 diabetes in children was so uncommon that prior to the mid-1990’s this condition was known as adult-onset diabetes. Things have changed. Today, type 2 diabetes is seen in alarming numbers of young people due largely to childhood obesity. High blood pressure and high cholesterol

levels, once considered maladies of old age, are now seen in almost 20 percent of teens. And if the physical effects of carrying too much weight aren’t enough, it is important to understand the tremendous impact that being overweight has on the mental health and social lives of children. Bullying, social isolation, exclusion from play, poor self-esteem and depression are all far more common in overweight kids than in their healthy weight peers. Perhaps most troubling is the realization that obesity is a “life sentence,” for many children and not something they will “out grow.” In fact, research suggests that a child who becomes overweight or obese has more than a three in four chance of remaining so for life. This trend has led experts to predict that the current generation of children will, for the first time in history, have shorter life expectancies than their parents.

Halting the so-called “obesity epidemic,” will not be easy. Despite the bold and passionate claims of fad diet books and weight loss products, losing weight is not “easy,” “simple,” or “quick.” We face some significant challenges. Over the past twenty years we have created a world where high calorie foods are abundant while the need to be physically active has become redundant. The black coffee and small bran muffin we once enjoyed at coffee break has been transformed into a gourmet confection of coffee, whipping cream, syrup and chocolate paired with a cupcake. Gone are the days when we walked to get where we needed to go. Now we “drive-through” to eat, pay bills, pick up prescriptions and grab the dry-cleaning. In less than one lifetime, we have created the “perfect storm” to

promote excessive weight gain.

Changing the way we think about food is critical if we want to put the brakes on the ever-increasing numbers of overweight and obese people. The good news is that the challenges we face in combating our love affair with convenient, high calorie foods has inspired Canadian dietitians and obesity researchers to explore innovative approaches to making the healthy choice the easy choice.

Have you been to school lately? If not, now might be the time to take a visit because schools have fast become a focal point of research designed to help children appreciate and truly enjoy nutritious foods and physical activity. Schools are the ideal environment to teach large numbers of young people the cooking skills and physical activity habits needed to prevent obesity. In addition, schools have the facilities, equipment, and peer support needed to create a place where snacking on vegetables and fruits is the norm rather than the exception, and tag—not TV—is a favourite pass-time. To achieve this vision, Dietitians are working with Ministries of Health and Education in all parts of the country to develop and implement school nutrition guidelines that promote healthy eating in ways that both schools and families can live with.

Dietitians have long known that foods are not created equally when it comes to their ability to satisfy our appetites and promote optimum health. With this in mind, nutrition researchers are exploring the ways that our food choices impact our physiology, psychology and perceptions of hunger. We know, for example, that the simple act of eating breakfast every day can help with weight management.

BY: HEIDI BATES, MSC, RD

Mom, science now tells us, was right about this healthy habit! Understanding “what works,” when it comes to our food choices will help to demystify weight loss and decrease the reliance on “get thin quick” schemes.

Shaping public policy is recognized as an essential element in combating overweight and obesity. You’ll find dietitians working on this front to change urban zoning policies as a way to help limit access to fast food restaurants. Restaurant menus are another area where dietitians are driving policy change. Requiring restaurateurs to share information about the calorie and nutrient content of the foods they offer in clear language on the menu will give consumers the information needed to make informed and healthy choices. Policy change is also seen as a key element in reshaping the eating habits of children. Dietitians are lobbying for policies that would limit the pervasive marketing of food to children. Policy can drive change in large numbers of people over relatively short time periods – exactly what is needed if we are to make a dent in the sky-rocketing levels of obesity in this country.

Immediate and deliberate action is needed if we are to stem the ever increasing numbers of overweight and obese Canadians. On a purely financial level we cannot afford the economic burden that obesity renders, which estimates place as high as five billion dollars each year in Canada alone. Even more importantly we cannot afford the human toll that this epidemic leaves in its wake. This Report on Obesity is a call to action on many fronts. Use it to become better informed and, become part of the solution for change.

Heidi Bates is a Registered Dietitian and nutrition consultant in Edmonton, Alberta.

# Diets, Supplements And Food Options

Despite all the research to determine what type of weight loss diet is best—low carb, high protein, low fat, low glycemic index, high fibre, etc—what we really know is that any dietary approach that results in reducing calories will cause weight loss. Successful weight management is not losing weight in the short term; it is maintaining that weight loss over the long term.

Dietary approaches that do not consider the complexity of our body mechanisms may result in short-term weight loss, but are not sustainable over the long term because our body fights back to preserve our weight. Eating habits are designed to work with your body not against it.

Recommendations from the 2006 Canadian Clinical Practice Guidelines on obesity indicate that the most desirable dietary plan for achieving a healthy body weight needs to be nutritionally balanced and designed to reduce caloric intake (by approximately 500 calories/day to promote gradual weight loss of 1 to 2 kg/month) and should be combined with other supportive interventions to assist in behavior change. Furthermore it is important that the plan be individualized and developed

with a qualified and experience health professional (preferably a registered dietitian) together with the individual and family. This is a lifestyle approach—no fad diets here!

Based on the evidence on dietary approaches, the recommendations also state that a higher-protein or a lower-fat diet (within the guidelines of recommended protein and fat intake) are reasonable short term (6 to 12 months) treatment options for obese adults as part of a weight loss program; and that meal replacements may be considered as a component of a calorie-reduced diet. Meal replacements used in this way typically replace two meals (usually breakfast and lunch) and include healthy snacks and a well-balanced meal. Occasional use of meal replacements after weight loss has also been

shown to help maintain weight loss over the long term. Note that very low calorie diets (~800 calories) that consist solely of liquid meal replacements should only be used with medical supervision.

So although reducing calories will result in weight loss, where those calories come from will likely determine the success of maintaining the weight loss. We need to get the maximum pleasure and satiety in relation to the calories consumed rather than focusing on calories only. A healthy diet that includes foods of high satiety (higher in lean protein, fibre and healthy fats while lower in sugar, high-calorie beverages and alcohol) will allow you to make the best food choices to still feel full and reduce caloric intake.

This is the concept of energy density. Barbara Rolls, PhD, a professor and Guth-

rie Chair of Nutrition at Penn State, has done extensive research in this area. She found that people tend to eat a similar weight of food each day. Therefore, if you choose lower energy density foods (that is lower calorie foods) for the same weight, you can eat the same volume of food but consume fewer calories and still feel satisfied. Lower energy density foods are high in fluid and fibre and lower in fat such as vegetables, fruit, low-fat milk, 100 percent whole grains, legumes, fish, lean meat and poultry, and lower fat casseroles.

When it comes to supplements, there is no shortage of products in the market claiming to assist in weight loss. Millions of dollars are spent on these each year. However, a review of studies conducted on many of these supplements reported in the 2006 Canadian Clinical Practice

Guidelines on obesity concluded that “There is insufficient evidence to recommend in favour of or against the use of herbal remedies, dietary supplements or homeopathy for weight management in the obese individual.” Most studies were very short term from a few weeks to six months. The studies that were used to develop this recommendation were on chitosan, chromium picolinate, ephedra sinica, yohimbe, and growth hormone. Studies on glucomannan, guar gum, psyllium, hydroxycitric acid, and Yerba mate were also reviewed but were too short to be useful in developing the recommendation.

For more information on natural health products, consult Health Canada’s site: <http://www.hc-sc.gc.ca/dhp-mps/prod-natur/index-eng.php>

BY: DIETITIANS OF CANADA

“Although reducing calories will result in weight loss, where those calories come from will likely determine the success of maintaining the weight loss.”



# What Is Bariatric Surgery And Could It Help Me?

BY: MARY GAZZE

After fighting and losing the battle with their weight for years, obese people are at major risk for health problems like diabetes, high blood pressure, and high cholesterol. The federal government estimates there are 4.5 million obese Canadians, and many can't exercise because of their weight, or health problems. For some of them, bariatric surgery may be the treatment they need to get down to a healthy weight.

Bariatric surgery reduces the capacity of a patient's stomach, so they eat smaller portions, and lose weight.

"The basic problem with people who are overweight or obese is not what they're eating but the portion size," says Dr. Chris Coburn, medical director and surgeon at the Surgical Weight Loss Centre in Mississauga, Ont.

"That's why what we really want to do is control the portion size."

Obese patients with a Body Mass Index (BMI) of over 35 could be candidates for bariatric surgery, especially if they have health problems related to weight, says Coburn, whose clinic operates on between 600 and 700 people each year.

BMI is a mathematical ratio of height and weight. Someone measuring five feet 10 inches tall and weighing 250 lbs would have a BMI of 35. People with bulimia, alcohol or drug addictions are discouraged because these conditions could increase complications.

Obese patients who fit the criteria can opt for lap band surgery, or a gastric bypass.

In the lap band procedure, a ring made of silicone and plastic is looped around the top part of the stomach, creating a small pouch.

"Food movement is slowed down in that part. When that area fills up, a signal is sent to the brain and patients have a feeling of fullness, but with a much smaller portion," says Coburn.

The band contains a small balloon in-

side which doctors can adjust by injecting fluid. These adjustments allow room for more or less food in the stomach. Typically in the first year, patients need about five adjustments, and less as time goes by.

The adjustability allows patients to eat more or less depending on their changing needs. Doctors can loosen the band for pregnant women who require more calories for their babies.

Most lap band patients lose one or two pounds each week and reach their goal weight within two years but are closely monitored.

"We continue to watch them or follow them (in the next few years)," Coburn says.

"When we notice their hunger is coming back, it's the first indication we need to put more fluid in the band," Coburn says.

In gastric bypass, doctors permanently cut and divide the stomach, creating a small pouch. The pouch helps some food bypass part of the small intestine, where calories and nutrients are absorbed.

Coburn says gastric bypass patients can lose many pounds a week in the first year, but they plateau soon after.

With a lap band procedure, most pa-

tients return to work in five days. Recovery from gastric bypass takes about two to three weeks.

Coburn says once pounds come off, people often see health problems like type 2 diabetes, sleep apnea, and high blood pressure go into remission, but both procedures have risks.

"The gastric bypass is more invasive. Because the stomach is actually cut up, whenever we do that surgery there's a risk of things not healing properly and potential for leakage and infection," Coburn said.

"There is no cutting or dividing with the lap band, so it's the much safer procedure," he said.

Health Canada says in rare cases, the lap band can erode, leak, or slip. Lap band surgery also requires permanent life changes in order to work, says Coburn.

"Because it is controlling the flow of food, it's as though the food is going through a funnel," he says.

"If they don't chew food well or eat too quickly then food is not going to go through to lower part of stomach and they might even vomit."

Gastric bypass patients are forced to take supplements for the rest of their life because the nutrients from their food are not completely absorbed. There is also the danger of losing too much weight.

There are few clinics in the country that offer the lap band procedure in Canada, and Coburn says candidates can rest assured that they can still receive follow up care by phone or band adjustments by their family doctor, even if they had to travel out of their region to get the surgery.

# Food Advertisers Support Children's Health Through Children's Advertising Initiative

BY: ADVERTISING STANDARDS OF CANADA

The number of Canadian companies participating in the Children's Advertising Initiative continues to grow, with coverage now extending to more than 80 percent of food and beverage advertising that is primarily directed to children under twelve years of age.

Under the Children's Advertising Initiative, companies have voluntarily committed either not to direct any advertising to children under 12, or to shift their advertising to healthier choices. The program began in 2007 with 15 food and beverage companies and has expanded to its current complement of 19 companies.

"Leading food and beverage companies are committed to supporting the Children's Advertising Initiative," says Linda J. Nagel, President and CEO of Advertising Standards Canada. ASC, Canada's independent advertising self-regulatory body, serves as the administrator of the program. The organization approves and publicizes each company's program commitment, and audits and reports publicly on compliance.

The participating food and beverage companies created the Children's Advertising Initiative to support the health of Canadian children. The initiative covers children's advertising on television, radio, in print and on the internet. Companies

also commit to incorporate only products that meet program nutrition criteria in interactive games, and not to place products in programs or editorial content or advertise in elementary schools.

Participating companies have taken their commitments extremely seriously, and demonstrated that the initiative is a high corporate priority. ASC's first annual program audit, published in July 2009, clearly documents success. All participating companies fulfilled their individual commitments, and met or exceeded the program requirements.

Nagel notes, "Canadian advertisers have a long history of responsible and respectful advertising to children through a rigorous regulatory and self-regulatory framework. The Children's Advertising Initiative builds on this strong tradition. As the program enters its third year, the participating companies are committed to continuing to build on program's success to help children and their families make wise choices about healthy eating and active living."



“Obese patients with a Body Mass Index (BMI) of over 35 could be candidates for bariatric surgery, especially if they have health problems related to weight...”



## LAP - BAND PROGRAM

AN EFFECTIVE OPTION FOR LOSING WEIGHT AND KEEPING IT OFF



Dr. Christopher Cobourn and Dr. David Mumford | Surgical Weight Loss Centre Bariatric Surgeons

### OBESITY IS NOW THE #1 CAUSE OF PREVENTABLE DEATH

In Canada, over 60% of the population is considered overweight or obese. Obesity is a serious disease that according to US research has now surpassed smoking as the #1 cause of preventable death. The prevalence of obesity in Canada continues to grow at an alarming rate along with the associated health problems – diabetes, heart disease, liver disease, arthritis, hypertension, impaired quality of life and reduced life expectancy.

Surgical Weight Loss Centre has a solution, the SWLC Lap-Band Program.

### LOSING WEIGHT AND KEEPING IT OFF WITH THE LAP-BAND

The Lap-Band reduces hunger with smaller food portions. This reduces caloric intake achieving significant and sustained weight loss. The Lap-Band procedure is a minimally invasive laparoscopic procedure, which means recovery time is fast and there is minimal pain. Many of the risks associated with other weight loss operations, such as gastric bypass are avoided. The band can be adjusted for optimal weight loss and is reversible if required.

To ensure patients reach and sustain their weight loss goals, all SWLC patients receive ongoing support through personalized follow-up and education from an experienced team of surgeons, nurses, patient coordinators, a dietitian and wellness coach. Patients with a Body Mass Index (BMI) of >30 with or without associated co morbidities are candidates for the SWLC Lap-Band Program.

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SurgicalWeightLossCentre



# Keep Your Friends Close, And Your Obesity Closer

Even though a large part of the population suffers from Obesity not a lot of people are aware of the factors that are involved in it occurring to begin with, let alone the methods of prevention. For many people obesity is just eating a lot. In reality, obesity has to also do with your environment and others around you. For a lot of people coping with many issues like intimacy, emotional abuse, socio-economic status are the precursors that lead them down this path.

Obesity can lead to severe cardiovascular issues, destroying your liver, decrease metabolism and several harmful effects. For many people weight loss is dependent on the superficial beauty that it brings with it. Adds for many weight loss programs promote their regime by saying you could “get down to a size 2.” Most people who are just concerned with weight lost for its cosmetics can use options like liposuction, Bariatric surgery, and gastric bypass surgery all of which work to get rid of the excess bodyweight.

Even though surgery is an option medical clinics like The Wharton Medical Centre also provide other weight management programs to help deal with obesity. These types of programs do not just look at the weight loss; they work by understanding the past events

that have lead to the cause of Obesity. By getting an understanding of the patients back ground, and whether the problem is medical, due to genetics, whether it is stress related or simply because someone can’t stop snacking; the programs work to build a package that is specific to each case. The main goal of programs like Wharton’s is not only to help weight loss, but also prevent cardiovascular risk factors such as high blood pressure, diabetes and improving the knowledge base of obesity.

In any situation in life it is not possible to arrive to a solution without understanding the cause of the problem, your health is no different. Although options like cosmetic surgery are available, the post operation procedures require constant attention and can also result in even more surgeries to deal with the

BY: AYESHA KHAN

side effects that might come up, requiring most time and monetary investment. The alternate option is to get to the root cause of the problem and find a solution that helps by using programs like those provided by The Wharton Medical Center.

In the fight against Obesity, keep your friends close and your obesity closer. By following this kind of program the rate of success is 100 percent, with no chance of rebound weight gain, because you are not treating the symptom of Obesity but rather preventing the cause from its very core.

“By getting an understanding of the patients back ground...the programs work to build a package that is specific to each case.”

# Keep It Natural

In a world where technology is in almost every crevasse of our everyday living, where can the balance that is needed for healthy living be found? Healthy living lifestyles are not only dependant on spiritual and mental cleansing but also on the type of food and nutritional supplements. We live in a world of chemically and genetically enhanced food products that can do harm to our bodies without us even realizing it.

To have good health there needs to be a balance in the type of foods that we intake. Natural health supplements allow us to achieve this harmony by putting our body in balance. They involve a variety of different options: herbs, vitamins, minerals or nutritional supplements. Each of these types of supplements brings with them a unique nutritional value that allows for a balanced living.

Herbal supplements have been used for centuries. They are the most accessible of products since they are found in the natural environment. The use of these miraculously healing substances dates back to the ancient Greeks, to Hypocrites, the father of medicine, who used herbs as a means to treat several diseases. In more recent times Herbalists use Herbs as food that is all natural

and pure. Unlike chemically-synthesized, highly concentrated drugs that can produce many side effects, herbs can realign the body’s defences, helping it to heal itself without side-effects. Herbs and herbal preparations that will tend to benefit specific organs, systems, and functions of the body: heart, blood vessels, hair, skin, etc. Instead of spending thousands of dollars on artificially based products who only solve the issue on the surface, herbs work with the natural body system that pre-existed industrialization and all the advancement bought with it.

Companies like Innotech and Aviva produce Vitamin supplements are perhaps the most essential since they are the ones the average individual lacks. In the age of fast food restaurants, the food intake doesn’t have the sufficient vitamin

BY: AYESHA KHAN

content. It is absolutely essential to get these vitamins, to be more energetic and have the vigour and youth. These Vitamin supplements are provided by companies like Nutristart, or more accessibly GNC. However they cannot work on their own, they must be paired with a good dosage of minerals. Minerals allow for the regeneration of the body. Insufficient mineral content can allow for early aging and bone degradation. Minerals can be found in drinking milk, which is full of calcium. Furthermore there are mineral supplements that can be purchased from companies like The Green Turtle Bay Vitamin Company. Providing you will supplement that target any specific deficiencies that you might have.

Companies producing and distributing are paving a new path, a new ideology that will overturn the way people view diet. It will bring with it an era of balance and harmony; a union between, mind and body, between health and happiness, between the natural and the human. Let’s move away from the artificial anthropocentric approach, where we feel that we have a divine right to interfere in the natural process of food production and consumption. Instead let’s find a way to Keep it Natural.

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Lookup Restaurants & Brands. Add more than 1000 of your own brands from your local supermarket.

# Feel Fit And Fantastic

BY: AYESHA KHAN

The problem of obesity is prevalent throughout North America. With the lifestyle choices that people are making it is not surprising that most of our adults and children are suffering from an unhealthy body shape. People need to realize that being overweight does not only affect the body but it has an effect on every aspect of life.

Obesity contributes to the feelings of laziness and being lethargic. The overall effect is a vicious circle. A person begins with feeling demoralized and sluggish. As a means to cope with this feeling they fall back on consuming more unhealthy foods and snacks, which naturally increases to their weight. The importance of exercise and agility is not just so you have a great looking body or abs to show off, though that is a great plus.

Fitness is a mindset that needs to be paired with healthy eating. Being fit and physically active allows for good muscle development. It gets the process in our bodies working and pumps adrenaline which makes a person feel alive and healthy. The effects are almost instant, starting a day with energy and exercise leads to a person feeling fulfilled. Fitness includes the balanced diet of fruit, veg-

etables, proteins and all essential nutrients combined with daily exercise for a well rounded life style.

Adults seem to think that their bodies are done developing and no longer require exercise and continued attention. With age it is even more important to pay attention to our bodies. There needs to be a realization that the bodies do not work at the speed that they used to, and bodily processes like metabolism decrease. People who are the same age can look years younger, this is because there are certain biomarkers that help keep the body young. Muscle development and bone density are both biomarkers that allow for the body to stay in shape, heal and endure. Paying attention to these things can decrease the speed at which your body degenerates by years. Fitness is a great way to build your body no matter what your age.

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**IMAGING EXCELLENCE**

### Eat Smart, Move More, Be Media Wise:

#### Third Phase of Industry-Funded Social Marketing Campaign Kicks Off

Concerned Children's Advertisers (CCA) is a non-profit organization funded by 16 member companies who market and advertise products and services to children and their families. For 20 years CCA has produced more than 36 public service announcements (PSAs) and complimentary educational and parent materials in order to help children effectively deal with social, media and health issues that affect them everyday, including:

- Drug abuse prevention;
- Self-esteem;
- Bullying;
- Healthy, active living; and
- Media literacy.

**CONCERNED CHILDREN'S ADVERTISERS**

CCA also works with leading industry groups, such as Advertising Standards Canada, to promote and endorse an ethical and effective system for responsible advertising and communications to children.

On February 4, 2010, CCA launched Long Live Kids phase III, part of their healthy, active living initiative. While phases I and II explored the importance of healthy eating and active living, respectively, phase III focuses on the importance of media literacy as an important strategy on the issue of childhood overweight and obesity. Both the World Health Organization and the Institute of Medicine have highlighted media literacy education as an important strategy on the issue.

"With kids spending as much as 53 hours a week watching TV and surfing the internet, media literacy has never been as critical it is today," said Bev Deeth, CCA President. "Our goal is to help remind them that they need to question what's in front of them, make their own decisions and ensure they balance their passive time with active pursuits."

The campaign is designed to help children and youth to think critically about media and to balance their leisure time between active and passive pursuits. Building on the expertise of Media Awareness Network, this social marketing and educational campaign looks at the importance of teaching tweens to develop the self

confidence to think for themselves and make media choices that are right for them.

"Media channels in Canada and around the world are growing at an exponential rate," said Linda Millar, CCA's Educational Consultant. "We need to ensure that our kids have the tools they need to navigate their way through the hundreds of messages coming at them everyday."

In addition to the new PSA, entitled "Media Monkey," a complimentary educational microsite has been developed to extend the learning for kids, educators and parents by providing games and online activities, comprehensive lesson plans aligned to provincial curriculum, and tips, tools and strategies for parents and communities to help children be media and life wise.

As kids issues are evolving and becoming more complex, so too are children and the way we reach them. CCA sees its dual role of social marketer and educator as more important than ever. CCA is a one-of-a-kind Canadian made model of corporate social responsibility, of which it is very proud.

**CCA's Members:**

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To learn more about CCA's Long Live Kids program and see the new PSA, visit [www.longlivekids.ca/play](http://www.longlivekids.ca/play).

LONG

LIVE KIDS



# Weight Loss Boss!

BY: AYESHA KHAN

There war against weight loss, is hard to win. A lot of times people who lose a significant amount of weight by taking essentials like carbs or proteins out of their diet end up gaining it all back. What diet works, what to pick? These questions are valid, since many of us have tried diets that have either completely failed or worked and then failed.

The key to good dieting results is not finding a way to lose weight over night. Weight loss requires adjusting your body to start processing food in a certain way. Good weigh loss programs allow for their participants to eat types of food that can be found in your local supermarket, but balance it in a way that helps your body digest food in a better way. Most weight loss programs work by getting rid of muscle tissues that accumulate in the body. That does not help, but rather harms the participants. In a diet it is important to lose fat tissue that has mainly been stored in problem areas like the waist, hips and thighs. You need to make sure you're never losing essential muscle tissue, vital proteins, electrolytes and bodily fluids.

A diet also needs to be monitored. It is a good idea to keep a track of your weight loss, the content of the foods that you are eating, so you are only in taking a

balanced amount of the different types of nutrition that are essential for your body. Such monitoring and advice can come from programs like Dr Bernstein's Diet program for example. Weight loss is not a one stop loose all street, it is a continuous effort to keep yourself in shape and healthy. Many people tend to stop doing just that, after their initial success they let go of their regime and end up gaining rebound weight that leads to frustration and lack of motivation to continue the balanced monitoring again.

With diets like Bernstein's you can get a well rounded regime that not only helps with weight loss but also educated on how to look at food. It is important to know the food that you are eating and what is on the label of the groceries you pick up from the market. Conditioning your body to this sort of life style will allow for weight loss that is consistent and does go or back over night.



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K.A. started the diet at 472 lbs, lost 273 lbs in 16 months and eliminated his medications.

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<sup>1</sup>Minimum weight loss of 10 lbs. per month is guaranteed. Compliance with our program is required.

# Obesity: Should We Blame Nature Or Nurture?

The increased prevalence of obesity observed world-wide in the last few decades is taken by many as an indication of the predominance of environmental factors (the so-called obesogenic environment) over genetic factors in explaining why obesity has reached epidemic proportions.

While a changing environment characterized by a progressive reduction in physical activity levels and the abundance of cheap and highly palatable foods has clearly contributed to shift the distribution of body weight at the population level, not everyone is becoming overweight or obese. This clearly suggests that there are individual inherited factors interacting with environmental changes to predispose some individuals to obesity (or make others resistant).

The role of genetic factors in obesity is unequivocal. Obesity is a condition that runs in families. It has been estimated that risk of obesity is about 2 to 8 times higher for an individual with a positive family history of obesity, a risk that tends to increase with the severity of obesity. Data from twin and family studies suggest that 30 percent to 70 percent of interindividual differences in body mass and various measures of obesity can be

attributable to genetic factors. One of the most convincing evidence that genes can indeed play a role in obesity is the existence of rare forms of obesity caused by single gene defects resulting in severe early-onset obesity (e.g. leptin deficiency). The genes involved in these rare genetic defects have an impact on hunger and food intake and explain about 5 percent of cases of extreme obesity in children. In the most common forms of childhood and adulthood obesity, the genetic influ-

ences are different: the number of genes involved is higher and their contribution to the risk of disease is much lower. These genes are generally referred to as susceptibility genes: they do not directly cause the disease, but interact with the environment to confer a increased susceptibility (or resistance) to the obesogenic environment. Progress has been made in the past few years in the identification of genes involved in the most common forms of obesity, but we are still a long way from explaining the genetic architecture of obesity. The nature-nurture debate in obesity may not be totally solved, but the current scientific evidence suggests that it should no more be considered a debate; both play an important role in explaining the current obesity epidemic.

“It has been estimated that risk of obesity is about 2 to 8 times higher for an individual with a positive family history of obesity, a risk that tends to increase with the severity of obesity.”



**Celebrate food... from field to table!**

**Nutrition Month 2010**

March is Dietitians of Canada's National Nutrition Month and we invite Canadians to "Celebrate food... from field to table!"

Visit [www.dietitians.ca/eatwell](http://www.dietitians.ca/eatwell) for all the details.

Nutrition Month is brought to you by Dietitians of Canada and thousands of dietitians across the country, in collaboration with the campaign sponsors.

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**Dietitians of Canada**  
**Les diététistes du Canada**



**eat well / manger mieux**  
**live well / c'est meilleur**

## Are you trying to achieve a healthier weight by changing the way you eat?

This Obesity Report includes important nutrition information written by registered dietitians to help you achieve your healthy weight goals.

**Cutting back on fat may be one strategy that you've tried to reduce your energy intake. But have you considered eating more fibre?**

A menu rich in fibre:

- adds bulk which in turn makes you feel fuller for longer periods of time and can help reduce impulsive eating.
- may help reduce energy intake by decreasing overall energy density and absorption of energy-yielding nutrients, and may enhance satiety.

**Strive to include 25 to 38 grams of fibre in your diet each day – use the Nutrition Facts table on packaged foods to help you find foods rich in fibre and include the following Canadian-grown foods to boost your fibre intake:**

- Whole grains like wheat, barley, oats
- Legumes like dried beans, lentils, and chickpeas
- Fruits and vegetables like apples, blueberries, potatoes, and much more...

Increase the fibre in your menu slowly and drink plenty of fluids, like water.

**Dietitians are the experts in helping you build a healthy eating pattern that meets your nutritional needs and helps you achieve a healthier weight. Visit [www.dietitians.ca/find](http://www.dietitians.ca/find) to find a dietitian in your area.**



# Do you **Feel Lost** in your Search for **Weightloss Solutions?**

**OBESITY** - yes, it is a frightening word! Morbid obesity can lead to immobility, cardiac distress, lung disease, loss of the use of extremities and will most certainly lead to diabetes.

**What's the Good News?** Bariatric surgeons are successfully performing procedures that can be life changing. They advocate fewer calories and more exercise but when the will power to follow this healthier lifestyle fails, these surgeons are here to help. Stomach stapling and lap band surgeries can help by decreasing the size of the stomach sac that can receive food. This results in a smaller amount of food sending messages to your brain that you are full. These procedures can help patients to live more active, healthier, longer lives.

Once the bariatric surgery has produced the desired weight loss there will be excess skin and flesh that will not diminish on its own. Cosmetic surgeons can then utilize a series of bari-plastic procedures to remove these excesses making it easier to: exercise (better ability to move); fit into clothes differently; basically giving back the confidence and satisfaction of being the person you always knew you were meant to be.

If you are in need of bariatric care you already have enough to worry about without having to consider which doctor is the best or which facility will be the most comfortable. EcuMedical Resources International is here for you before, during and after you decide bariatric surgery is for you. Our Top Docs Network takes the guess work out of finding the **RIGHT** doctor for your specific needs. We have established relationships with board certified bariatric and cosmetic surgeons that will help you feel better, faster! These highly qualified doctors work at state of the art facilities in the US which means that your wait time will be decreased from months (in Canada) to mere weeks.

**The Goal** of bariatric care is to provide you with increased health for a longer life - not to make your life more complicated and demanding. The EcuMedical Team will do everything they can to make your health care experience as comfortable as possible for you and your family including providing help with travel arrangements, accommodations for family travelling with you, dining and shopping suggestions, and door to door drop off and pick up services.

Call EcuMedical today and get started on the path to a healthier you, eliminating the "guess work" from...

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# Eating Habits and Body Mechanisms

Manipulating “energy in” (calories consumed from food and beverages) and “energy out” (calories burned with basic body functions and activity) has been the cornerstone of weight management for decades. This focus on energy balance has created a simplistic view of what it takes to control our body weight, and more specifically our excess body fat.

Our body is a complex machine that is designed to survive. It’s time for us to understand the complexity of what is involved in these two components of energy balance. Only then can we begin to work with our body (instead of fighting against it) to develop effective eating habits for weight management.

“Energy in” is influenced by many things, some of which we don’t consciously realize in our daily lives. Consider our environment with its bombardment of food advertising, food availability on every corner, unlimited food variety, increased portion sizes, mindless eating while we multi-task and rush about in our busy lives. Also, social and cultural factors can lead to learned behaviours around food (e.g. clean your plate, desert with every dinner, food with every social occasion, eating so not to offend host). And, with our increasingly stressful lives, many people use food as a coping strategy leading to emotional overeating. Often times the role of psychiatric conditions such as depression, eating disorders and other mental health conditions in weight management are discounted.

Certain medications can increase appetite. Finally, there are the physiological mechanisms (or body mechanics) that can impact our weight such as influence of inappropriate feeding intervals, food and beverage choices, eating approaches, insufficient calories, and stress and sleep disturbances that affect the satiety- (feelings of fullness) and appetite-stimulating hormones (leptin and ghrelin).

The “Energy out” part of the equation is almost as complex. It is made up of three factors: our basal metabolism (calories needed to keep our body functioning), calories used in digesting food and calories used in physical activity. Since our basal metabolism rate (BMR) accounts for ~65 to 70 percent of energy out, factors that affect metabolism are an important consideration in energy balance. These factors include age (BMR declines by about 150 calories per decade after age 20), losing muscle mass and gaining fat mass, severe caloric restrictions, and weight loss itself.

Now that we understand this complexity of the many factors involved in energy balance, we can focus on eating habits to maintain effective body mechanisms and

assist in achieving appropriate energy balance.

- Feel fuller longer by eating mixed meals of lean protein (fish, poultry, lean meat, legumes, nuts, soy, eggs, low fat dairy products), lower glycemic index/ high fibre carbohydrates (vegetables, fruit, 100 percent whole grain breads and cereals) and healthy fats (unsaturated vegetable oils such as canola oil and olive oil) in appropriate portions. This approach will favourably influence hormones like leptin, ghrelin, insulin and many others that control our appetite and fullness signals. Use the plate method (with a 9” plate) where ¼ of your plate is lean protein, ¼ is high fibre starchy carbohydrate and ½ vegetables. Test your portion IQ at <http://hp2010.nhlbi.nih.net/portion/>. Find out more about the glycemic index at [www.diabetes.ca/files/GlycemicIndex\\_08.pdf](http://www.diabetes.ca/files/GlycemicIndex_08.pdf). Eating Well With Canada’s Food Guide is available at [www.canadafoodguide.org](http://www.canadafoodguide.org).
- Keep your blood sugar more even and metabolism rev’d up by eating at regular intervals every 3 to 5 hours. This can help prevent food cravings or making

inappropriate food choices due to excessive hunger.

- Obtain adequate calories to support an active metabolism while promoting weight loss. Consuming too few calories will slow your metabolism and hamper your weight loss efforts. Use a calorie calculator like the one available in Eatracker ([www.eatracker.ca](http://www.eatracker.ca)) to find out what is appropriate for you.
- Stoke your metabolism by eating breakfast (a high fibre choice with some lean protein will prevent a mid-morning slump). This one simple thing has been shown repeatedly to be associated with healthier weights.
- Put yourself in control by eating at home more often. Plan ahead. Healthy meals don’t have to be time consuming. The Eat Well, Live Well section of the Dietitians of Canada website has menu planning tools and recipes (such as Simply Great Food) ([http://www.dietitians.ca/public/content/eat\\_well\\_live\\_well/english/index.asp](http://www.dietitians.ca/public/content/eat_well_live_well/english/index.asp)). If you do eat out, use the internet to research nutrition information of your favourite restaurants so you can make the best healthy choice.
- If you are rushing through your day without really realizing what you have eaten, work on changing those learned behaviours. Eat slowly in a mindful way without distractions. Family meals are especially important. Studies show that frequent family meals are associated with the better nutritional intake for

adults and children.

- Change your environment by using appropriate size plates, utensils, cups and glasses; portion out snacks from large packages into smaller single serve containers. Brian Wansink, PhD, Director of Cornell Food and Brand Lab, has done extensive research on what influences people to eat—and the results are fascinating. He showed that we serve ourselves more when we use bigger bowls/plates and glasses, we eat more when we serve or are served big portions, when we eat with distractions (like in our cars, on the computer, or in front of the TV), if we buy products in large containers, when we put food on the table rather than plating from the stove, and when we have more food variety. Knowing these subtle influences on how much we eat can help us make changes so that we can eat less without even thinking about it.
- Don’t drink your calories—choose water and low calorie beverages most often. Liquid calories do not fill us up as well as those from food. It’s easy to consume a lot of calories from beverages without realizing it.
- Enjoy your food and banish the dieting mentality.



# Overweight And Obesity In Canadian Youth

The health status of Canadian children and youth has declined dramatically over the last 20 years. Statistics Canada tells us that over this time, the rate of overweight and obesity amongst children has jumped from 14 to 26 percent and that children’s fitness levels have plummeted. We all bear some responsibility for this situation.

Our children have been taught lifestyles which are clearly detrimental. They eat and drink too much of the wrong things and move their bodies too little. We are launching nearly one third of our youth into adulthood with unhealthy weights.

Unfortunately few of today’s youth will outgrow their weight problems. In fact, for most, things only worsen as they age. Canadian data indicates that 1/3 of normal weight 20 year olds will become overweight within 10 years. One third of the overweight become obese. By the year 2040 as many as seventy percent of adults will be either overweight or obese and this will have severe consequences for us all.

Excess weight in adulthood increases one’s risk for heart disease, type 2 diabetes, stroke and many cancers. Forty year olds who are overweight may expect to die 3 years earlier than someone who is a healthy weight at that age. If someone is obese at age 40 they may be cutting

their life short by as many as 7 years. This loss is similar to that caused by smoking a pack of cigarettes a day. In addition, death from obesity related disease is often preceded by years of costly ill health.

In Canada, the direct health care cost due to obesity is estimated at \$1.6 billion annually. Indirect costs add up to another \$2.7 billion per year. These costs will only grow with our collective waistlines. If unchecked, health care spending will consume provincial budgets, crowding out expenditures on other areas such as education and the environment. It is time for collective action as we literally cannot afford to do otherwise.

Parents need to become educated as to the severity of the risk posed by unhealthy weights in childhood and learn what habits to instill in their children. Families need to limit children’s recreational screen time to less than 2 hours per day. Everyone needs to limit their consumption of sugar sweetened beverages.

ages. All children and youth require at least 60 minutes of physical activity per day and their intake of fruits and vegetables must increase to at least 5 servings per day. Parents need to be assertive in promoting these lifestyle changes.

Policy makers at the federal and provincial levels must support parents in their task. As a society we should not allow the marketing of unhealthy foods to young children who are psychologically defenseless against the persuasive intent of advertising. We need effective social marketing to dissuade children and youth from consuming sugary drinks. Media campaigns should entice children and youth towards physical activity and away from watching TV and playing video games. Additional taxes on these products could serve as disincentives and capture the social cost they impose.

Physical activity needs to be vigorously promoted in schools and in the broader community. Financial barriers to participation must be removed. All Canadians need access to affordable fruit and vegetables.

Our children rely upon us to nurture them and to prepare them for adulthood. We have let them down. Canadians have a responsibility to ensure that our children and youth enter into adulthood with healthy weights and active lifestyles. The time for action is now.

# FCPC

Food & Consumer Products of Canada (FCPC) is the largest industry association representing Canadian-operated companies that manufacture and distribute food and beverages that Canadians purchase and enjoy everyday. FCPC member companies share a vision of a healthy Canada and are working in many ways to provide Canadians with safe, nutritious, affordable and healthy foods.

Food reformulation is one key focus for food manufacturers in Canada. We recognize that Canadians are more interested now than ever before about what is in their food and how it affects their weight and overall health.

“Canadian food and beverage companies have invested significantly in research and new product development to enhance the nutrition profile and increase the choices available to consumers,” said Nancy Croitoru, President & CEO of FCPC. “Manufacturers are listening and constantly evolving products to ensure they meet not only the nutrient requirements but the taste and quality demands of Canadians.” And Canadian food and beverage companies continue to work closely with government and health professionals to help find ways to reduce obesity.

**Reformulating Products**

Canada’s food and beverage manufacturers recognize that along with government, health professionals, consumer groups and individual Canadians, we play an important role in providing Canadians with the tools to make the right food choices for them and their families. We have a shared responsibility in reducing obesity and its associated health risks.

in processed food, which is evident by the thousands of reformulated and trans fat free products available to Canadians today.

Offering New and Innovative Products

“Society has changed how it thinks about food. We consume it for nourishment, but are much more aware of its relationship to health and to the prevention of chronic disease,” explains Croitoru. “As a result, the food industry is factoring that into their product innovations, tuning in to ways to make the food supply more nutritious for Canadians.”

Industry leaders have invested in the responsible addition of vitamins and minerals, such as Omega 3, calcium, probiotics and fibre as science has proven their importance in disease prevention. Croitoru highlighted that approximately one-third of Canadian households now purchase these enhanced foods rich in nutrients or ingredients because of their health benefits.

In order to make more of these foods available, FCPC is working closely with the federal government and health professionals to determine a path forward to ensure Canadians have better access to new healthier for you foods that are currently available in other countries, such as the United States, Japan, Australia and the European Union.

“Manufacturers are continuously working to provide a broad range of nutritious food options to help Canadians better manage their weight and their health,” said Croitoru. “Through reformulation and development of better for you foods, companies can be more responsive to the needs of Canadians - producing high quality, healthier options demanded by the unique dietary needs of Canadians from coast to coast.”

Food manufacturers are committed to making a real difference on the obesity issue in our country by producing healthy food choices that are appealing and affordable for Canadians. Through our ongoing efforts, and in collaboration with government and other stakeholders, we believe we can help make a difference in the fight against obesity.

For more information about industry initiatives, visit [www.fcpc.ca](http://www.fcpc.ca)

# Obesity And Eating Disorders

Obesity is NOT an eating disorder it is a distinct and separate condition. Obesity describes an individual’s weight compared to population’s norms; it is a complex weight condition far above average, with risk factors for serious health consequences. Knowing the key health indicators such as blood pressure, heart rate, daily nutritional intake, physical activity, and heart health are essential when determining the health status of persons who have obesity.

Although the media, peers and families are concerned about obesity, the messages are mixed. Criticism and judgment about the causes of obesity are the focus, rather than the health status that improper nutrition and physical inactivity cause. The causes of obesity include genetics, inadequate nutrition, including extreme and chronic dieting, and physical inactivity. Affecting nearly 40 percent of adults in Canada, and more in children, obesity reduces the lifespan by about 15 years, without treatment.

Eating disorders are serious, chronic mental illnesses that have immediate consequences for physical and mental health: electrolyte imbalance, a confused and severely impaired mental state, weakness to heart, organs and muscles. About 5 percent of the adult population is affected. They are a complex set of behaviors

and attitudes about food, weight and shape, affecting mostly women and girls. The mortality rate is 20 percent without treatment, and 3 percent with treatment. Causes of eating disorders include genetics, extreme dieting, societal pressures to be thin, and a history of abuse, resulting in feelings of loss of control. Extreme dieters are 18 times more likely to develop eating disorders than non dieters. The average age of death from eating disorders is 22; treatment is successful in 85 percent of cases.

Very low calorie diets deprive the body of essential vitamins and nutrients, resulting in a state of starvation; 95 percent of these diets don’t work. Starvation affects the entire physical status including the brain, energy levels and ultimately the ability to function and premature death. When diets fail, dieters blame themselves,

engage in more extreme weight loss measures, resulting in body dissatisfaction, obsessive behaviors such as severe dieting, binge eating, weight cycling and obesity. Research indicates that when nutritional rehabilitation and physical activity are restored, a weight loss of 30 percent of the obese person’s body’s fat results in a return to health.

The best plan for a healthy lifestyle is to set goals to improve your health status. By following these tips, you will begin to achieve a balanced healthy lifestyle:

- Change your daily nutrition, by focusing on portion size, healthier food options and using Canada’s Food Guide, a great free resource;
- Increase your daily physical activity, ensuring that your body adapts to its natural, healthy weight;
- Create a social support network: your physician, trained professional and supportive persons;
- Review the changes with your support network;
- Be yourself and enjoy your beauty that comes from within.

If you diet extremely, have eating disorders, binge eat and are obese, contact Bulimia Anorexia Nervosa Association at 519.969.2112 or visit [www.bana.ca](http://www.bana.ca)

“Manufacturers are listening and constantly evolving products to ensure they meet not only the nutrient requirements but the taste and quality demands...”



# What if...

## You could feel good about eating again?

Can you imagine developing a compound which actually addresses the core reason why we gain weight, become insulin resistant, feel exhausted, or age prematurely?

Leading scientists have made what we believe may be one of the greatest discoveries of our time. Would you like to know what they have discovered? They have found that a unique combination of natural fibres can help people safely reduce appetite as part of a program to prevent weight gain. As more and more people become aware of the health risks connected to excess weight, they are seeking natural ways to improve eating habits and control food cravings.

### Why PGX Works

People who are overweight often suffer from blood sugar levels that rapidly rise and fall throughout the day. When blood sugar drops rapidly, the brain sends out powerful messages to eat, including food cravings that are almost impossible to ignore. Why? The brain regulates two primary functions every minute: oxygen and blood sugar. When either level drops too quickly, the brain senses danger and reacts.

Unlike many "diet" products that try to suppress appetite, PGX actually corrects appetite by addressing one of the core reasons we gain weight. PGX is taken with each meal to help control and balance blood sugar levels. It slows the digestion of food, which helps reduce food cravings by keeping you full for a longer period of time.

### PGX Is Safe

While many people are looking to lose weight, they do not want to risk their health. PGX is composed of naturally-occurring fibres and has been scientifically-proven to be completely safe and stimulant free.

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