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Media Release for immediate use - Nutrition - avoid fads and flab
From: NZ Register of Exercise Professionals



Nutrition - avoid fads and flab

It seems that every couple of months there is a new nutritional secret or eating tip that promises you fast results: weight loss and improved health often with little effort. It can be hard to sort out fact from fiction when the results promised are so compelling.

It can be tempting to give the latest weight loss food trend a try; on the off chance it may contribute to health and weight loss.

With New Zealand low-fat food sales accounting for \$100 million in spending a year alone it appears that is exactly what we are doing.

But if you want to invest in your body, lose weight and be healthier can you believe the trends and get the results promised?

LOW FAT?

There is no denying that a diet high in fat and low in nutrients contributes to weight gain and the health risks associated with obesity. However fat is an essential part of a healthy diet so aiming to eliminate all fat is not just unrealistic it is dangerous.

When choosing a product that is labelled low fat it's a case of buyer beware as many commercially produced products contain a low fat level but a high sugar content, which is just as unhealthy as a high fat content.

LOW CARB?

A diet that contains too much processed food will offer little in the way of nutrition and a high sugar (carbohydrate) content.

However carbohydrate is an important source of energy that is needed for an active life, like all foods it's best in moderation and from a wide variety of natural food sources. A well balanced diet will not remove a food group but rather focus on moderation and wise choices.

LOW WEIGHT?

The focus of many weight loss products' marketing focuses solely on how many kilos you will lose and how you will look. This fails to take into account the health benefits of a varied and moderate diet for long-term weight management and that health cannot be measured by a smaller pair of jeans. In fact many trendy weight loss plans put looking good over health gains. There are so many benefits of a moderate healthy diet that are not limited to a number on a set of scales and can be achieved with a sensible eating plan rather than a drastic diet. A person who is looking after themselves with a healthy well balanced diet and regular exercise can look

forward to increased energy and in the longer term a reduction of weight and lifestyle related exercise risks.

LOW EXERCISE?

While the latest diet plan may claim that you can lose weight effectively without exercise the World Health Organisation reports that physical activity is fundamental to energy balance and weight control and the Ministry of Health recommends lifestyle approaches rather than single factor approaches to weight loss. In the words of Dr Robert Butler of the Longevity Centre, USA: "If exercise could be put in a pill it would be the most widely prescribed medicine in the world".

A healthy and fit body is not going to be achieved with a pill, supplement or miracle food. In order to improve and maintain your health, and reduce your waistline you will need to concentrate on a well balanced diet and a safe and effective exercise programme.

To ensure you are getting safe and effective exercise advice that is based on reliable standards rather than a too good to be true secret with no evidence use only a REPs registered trainer.

You can find more information here: <http://tinyurl.com/lob3noz>

Contact Details:

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Who is the NZ Register of Exercise Professionals (REPs)?

REPs is an independent non profit organisation administrating the New Zealand exercise professionals register to ensure that the public receive safe and effective exercise advice. Using REPs Registered Exercise Professionals is the "Warrant of Fitness Check" that exercise professionals and facilities meet New Zealand and internationally benchmarked standards to deliver exercise advice and instruction. REPs is affiliated globally to other national exercise professional registers representing over 70,000 exercise professionals through the International Confederation of Registers for Exercise Professionals (ICREPs) - www.icreps.org.