

The Non-Diet Nutrition Paradigm



There is a common belief that:

- Abandoning food and eating restrictions will result in food choices of poor nutritional quality, excessive energy intake and weight gain.
- Weight and BMI are good predictors of disease and longevity.

However, studies show that:

- Restrictive eating is an ineffective long-term prescription for health.¹
- A non-diet approach to nutrition achieves statistically and clinically equivalent improvements in physiological measures, e.g. blood lipids and blood pressure.²
- Higher restraint in eating is associated with increased BMI and disordered eating. Elevated intuitive eating is associated with decreased BMI and disordered eating.³
- In teens with T1D, there is a strong association between intuitive eating and lower HbA1c, in particular with a positive effect on emotional eating.⁴
- Girls who diet frequently are 12 times more likely to binge as girls who don't diet.⁵

Diet Paradigm

Rigid
Good & Bad Foods
Deprivation
Perfection Seeking
Prescriptive
Food Rules
Fear Driven
Guilt Inducing

Food is assigned moral values.
Eating is based on external cues.
Focus is on quantity, calories, fat.

Non-diet Paradigm

Flexible
Variety
Enjoyable
Non-restrained
Intuitive
Life Balance
Nurturing
Appreciating

Food is neutral; All foods are ok.
Eating is based on internal cues.
Focus is on quality, satisfaction.

Decades of obsessing about nutrition haven't made us any thinner or healthier.

It's time to change the conversation. Simply...

Eat when you're hungry, stop when you're full.

Eat food that makes you feel good – physically and mentally.

¹Mann T, et al. American Psychologist. 2007; 62(3): 220-233.

²Bacon L, et al. Nutrition Journal. 2011; 10(9):<https://doi.org/10.1186/1475-2891-10-9>.

³Anderson LM, et al. Eating and Weight Disorders. 2016 Mar; 21(1): 83-90.

⁴Wheeler BJ, et al. Appetite. 2016 Jan; 96:160-165.

⁵Neumark-Sztainer D, et al. Journal of American Dietetic Association. 2007; 107(3): 448-55.