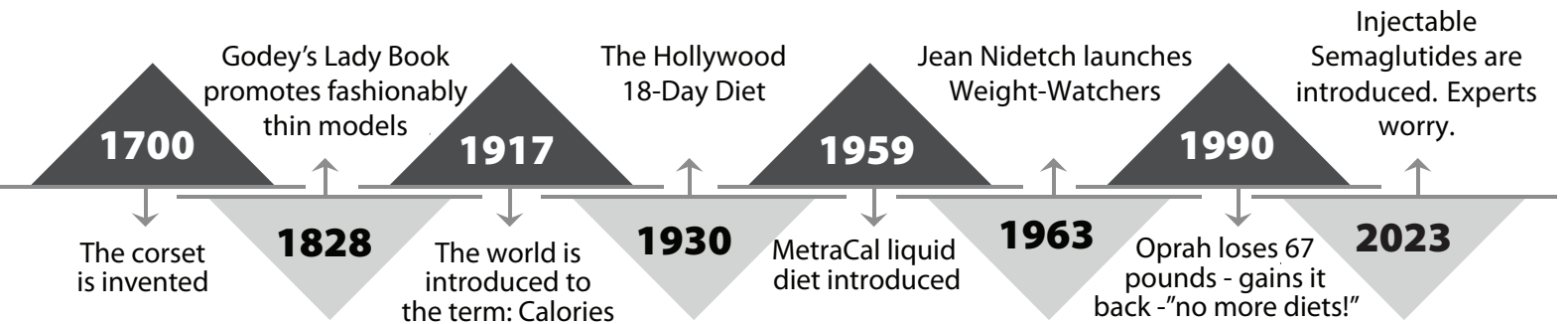


POWER TO FIT

The history of fad...

WEIGHT-LOSS DIETS



A chronology of crazy!



The History of Diets

Worldwide obsession with dieting has been around for hundreds of years. The ideal figure has been sought since it was painted on vases. Now, of course, it's plastered on billboards, magazines the internet and TV. The following is a recap of some of the more interesting and famous diets.

1700S

Dieting to reduce body weight emerges as a western concept. Trendy **Madame de Pompadour**, at 5'1" and 111 lbs., declares herself "skeletal thin." The **corset** is invented.

1828

French food aesthete **Brillat-Savarin** suggests moderation, not for health reasons, but a sign of refinement. Godey's **Lady Book** promotes fashionably thin models.

1864

William Banting drops 46 pounds eating mutton, eggs and vegetables, as described in his best-selling **Letter on Corpulence**.

1917

Diet and Health is first published by **Lulu Hunt Peters**, a chronically overweight person. Peters teaches readers about "**calories**," a term previously used only in physics, and advises a low-fat, high-carbohydrate diet.

1930S

Movie stars popularize the **Hollywood 18-Day Diet**. It consists of grapefruit, melba toast, green vegetables and boiled eggs.

1933

Mayo Clinic's scientific diet, the **Mayo Food Nomogram**, is mistaken for a complicated word game and fades into obscurity.

1939

Miracle diet pills, a.k.a. **amphetamines**, generate sales of **\$30 million** annually before the FDA steps in. Bathing-suit ad slogan: "**Suit by Jantzen. Body by Dexaspan.**"

The History of Diets



1943

Metropolitan Life publishes **Ideal Weight Table for Women**

1947

Psychoanalyst **Hilde Bruch** says the glandular theory of obesity is not true. "**The blubbery patient belongs not in the gym, but in the psychiatrist's office.**"

1951

The **New York Times** claims overweight is our **#1 health problem**. **Reader's Digest** admonishes wives to "**Stop Killing Your Husband.**"

1959

The **New York Times** now reports that Americans suffer "**a dieting neurosis.**" **Gallup Poll** finds **72 percent** of dieters are women. **Metracal**, the first **liquid diet** proclaims: "**Not one of the top 50 U.S. corporations has a fat president.**" Girdle sales reach record highs.

1960

Stillman Diet, requiring eight glasses of water and filet mignon every day, is introduced. **Overeaters Anonymous.**

1961

A Queens, New York, housewife, **Jean Nidetch**, starts dieting discussion group. Seventeen years later, sells her **Weight Watchers** empire for **\$100 million**.

1963

Coca-Cola introduces **TAB**. However, **men won't drink from a pink can!**

1966

Atkins Diet published in Harper's Bazaar. Eggs, bacon, pork rinds allowed; broccoli is restricted.

The History of Diets



1967 Twiggy, 5'7" and 91 lbs., appears on cover of **Vogue** four times.

1970 Seventy percent (70%) of American families using **low-cal products**; **Ten billion amphetamines** manufactured annually.

1977 Liquid protein diets **banned** after **three deaths**.

1979 The **Complete Scarsdale Medical Diet** becomes a **best-seller**. Success is short-lived for creator, **Dr. Herman Tarnower**.

1982 **John Hopkins University** researchers calculate that Americans have swallowed more than **29,068 "theories, treatments and outright schemes to lose weight."** NFL endorses **Diet Coke** for men.

1990 **Oprah Winfrey** loses **67 pounds** on **Optifast**; One year later, Oprah gains back 67 pounds and declares, **"No more diets!"**

1992 The **National Institutes of Health** champions **moderation** and **daily exercise** as the **best diet**.



The History of Diets

1995

Former U.S. Surgeon General **C. Everret Koop** initiates “**Shape-Up America.**”

2000

American Home Products continues to defend against more than **2,000 class action lawsuits** brought against the company by parties claiming damages from the company’s **fen-phen-based products.**

2001

Atkins returns along with **South Beach Diet** as they and other **low-carb diets** become the **new trend** in weight-loss. **Body Solutions**, another quick-fix diet pill, files bankruptcy.

2002

Ephedra-based products are **banned** in **California** and other states as research points to **overuse** and **abuse** causing **serious injury** and or **death.** **Obesity** reaches **highest levels** in **U.S. history!**

2003

Cortislim is charged by the FTC for “**claiming, falsely and without substantiation,**” that their products can cause weight-loss and reduce the risk of, or prevent, serious health conditions.

2004

Weight Watchers and **Jenny Craig** continue to dominate the commercial weight-loss industry with new claims and new games. The USDA introduces the new **MyPyramid.** It creates even more debate among food experts and fitness professionals. **Atkins Nutritionals** files **Chapter 11.** **TrimSpa** generates more than **\$141 million** in sales of **weight-loss pills.**

2006

Hoodia, a plant-based **appetite suppressant**, begins heavy marketing to U.S. markets without much success. **Jenny Craig** introduces new weight-loss programs starring celebrities, including **Kirstie Alley, Vallerie Bertinelli** and **Queen Latifah.**

2007

TrimSpa agrees to pay **\$1.5 million** in January to settle allegations of **false** and **misleading advertising** brought by the Federal Trade Commission. In February, TrimSpa spokesmodel **Ana Nicole Smith** is found dead in her apartment from a drug overdose.

2008

NutriSystem introduces new **Advanced Program** with **pre-packaged foods delivered** to consumers’ doors. Endorsees include **Dan Marino, Don Shula** and other **sports celebrities.** **TrimSpa** files bankruptcy.

2010

Weight Watchers, NutriSystem and **Jenny Craig** continue to dominate the commercial weight-loss industry. **Bariatric** or **Lap Band** surgery increase to become almost **mainstream** with its advertising campaign: “**Let your new life begin call 1-800-GET-SLIM.**”

The History of Diets

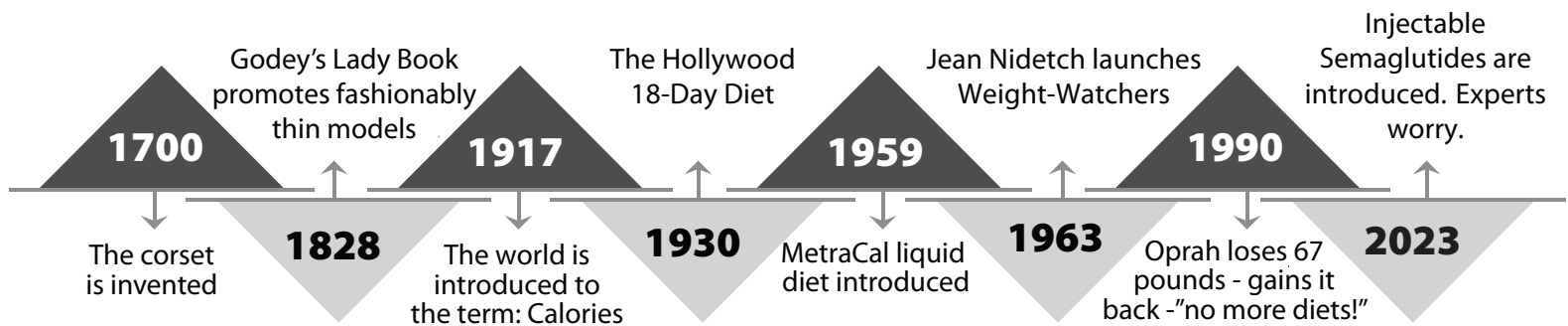
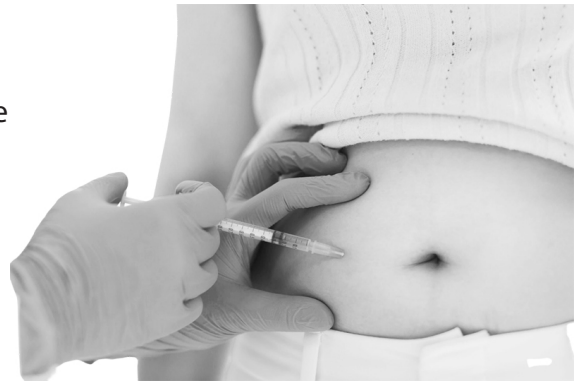
2012 FDA approves two “obesity pills” for sale: **Belviq** and **Qnexa** (sold under the name Qsymia).

2014 Popular TV Celebrity **Doctor Oz** (produced by Oprah Winfrey) hauled before U.S. Congress to answer for “**miracle weight-loss**” claims made on his show. He promises to end any such claims and to choose his words more carefully.

2015 Billionaire media mogul **Oprah Winfrey** acquires a **10% stake in Weight Watchers International**, sending the dieting company's stock soaring. ... Oprah Winfrey has helped to significantly fatten up Weight Watchers market value as dieting goes “**global**.”

2019 **Keto Comeback!** The Keto Diet (Ketosis) first introduced in 1924 makes yet another come back as a weight-loss protocol. Nutritionists and dietitians scoff. Marketers love it!

2023 **Injectable Semaglutides:** Originally developed to offset Type II diabetes, big pharma is now fully engaged in gaining FDA approval to market these new injectable drugs as a weight-loss solution under trade names: Ozempic, Mounjaro and Wegovy - with more on the way. **Medical experts, dietitians and nutritionists are alarmed over the expense, lifelong protocol and potential side effects.**



Throughout all of history, only one weight-loss protocol has consistently proven to be effective and long-term. Though it's not "sexy" nor easy, it is the **ONLY** true way to manage your weight and overall health.

It is the **3P's**. **Proper nutrition. Productive exercise. Positive mindset.**