

What can we believe about health?

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Don't Worry!

- We have all fallen prey to the promising claims and fancy gimmicks of advertisers, so don't feel bad!
 - You are not alone. Don't feel embarrassed if you have bought in to the myths.
 - Be encouraged. You are taking the right steps to become an educated consumer!
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Overview

- Why we care
 - Fitness Products
 - Food myths & confusing food labels
 - Be an empowered consumer
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Who cares?

Why is it so important to understand the truth behind the claims these products make?

It's your money!

You work hard for money, so spend it wisely!

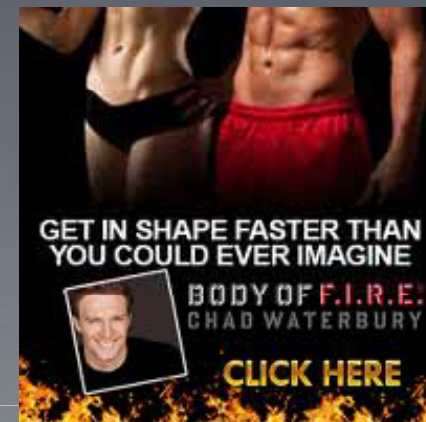
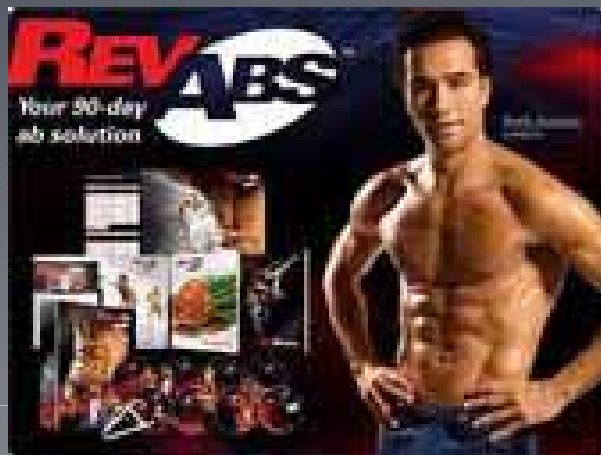
It is often a distraction

Sometimes, bold claims are made by the companies to distract you from the other details about their product.

Get rid of magical thinking

There is no magic pill or product that will fix everything.

Fitness



The Shake Weight

- [The Shake Weight for Women](#)

- [The Shake Weight for Men](#)



Reality

Claim

Incredible results in 6 minutes a
day

Truth

American College of Sports
Medicine Physical Activity
Recommendations

ACSM Recommendations

150 minutes of moderate
aerobic activity every
week

OR

75 minutes of vigorous
aerobic activity per week

AND

Muscle strengthening
activities two or more days
per week (large muscle
groups)

Reality

Claim

2.5 lbs is ideal weight for muscle
toning

Truth

Overload and progression
principles of strength training

Overload:

Greater than normal stress is
required for training
adaptation to take place

Progression:

Overload is time sensitive –
consistency is key

Reality

Claim

Build definition, size and strength,
FAST!

Truth

It takes 6 – 8 weeks before results
are visible from a strength training
program

Visible results from a
strength training program
occur only after
neurological adaptations
have peaked.

Even then, visible results are
only seen when in
combination with weight
loss.

Slendertone Ab Belt

- [Slendertone](#)



Reality

Claim

If you don't see tighter abs in 6 weeks...

Truth

Visibility tighter abs would require losing abdominal fat, which is not something they claim to change.

Reality

Claim

Strengthen and tone your abs

Truth

This product uses Transcutaneous Electronic Nerve Stimulation – proven to work for rehabilitation purposes

Spot Reduction

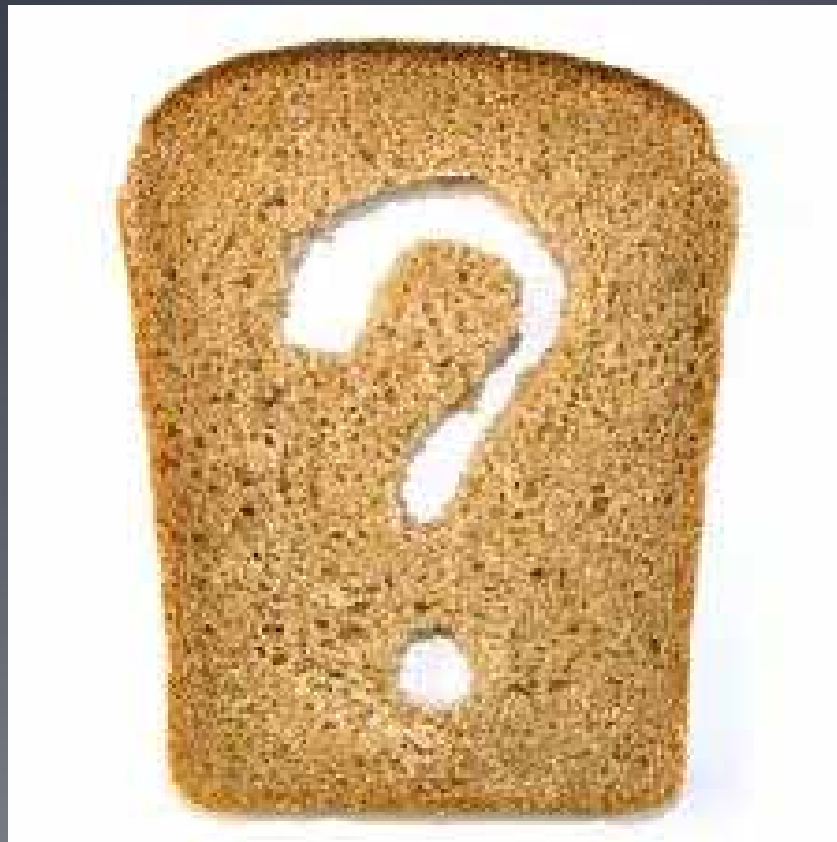
Claim

I want a 6 pack... I should do sit ups.

Truth

Men and women store fat in different places. When losing weight, there is no way to control where on our body we lose the fat mass.

Food Myths



Organic Food

Guidelines:

Crops must be produced without...

- conventional pesticides/herbicides
- synthetic fertilizers
- sewage sludge
- bioengineering
- ionizing radiation

Animals must be given...

- organic feed
 - kept free of growth hormones and antibiotics
 - Organic farm animals must have access to the outdoors, including pastureland for grazing.
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What's the deal?

- Although organic food is typically more expensive, sales are steadily increasing.
 - Fact
 - There is no conclusive evidence that organic foods have a higher nutrient content than conventional food.
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Conclusion?

- Make your own!
 - Remember: organic foods can still be grown with natural pesticides and herbicides
 - Wash/brush your produce before you eat it!
 - Remember: the amount of pesticides and herbicides found on conventional foods is not hazardous
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DIRTY DOZEN™

Buy These Organic

- WORST
- 1 Celery
 - 2 Peaches
 - 3 Strawberries
 - 4 Apples
 - 5 Blueberries
 - 6 Nectarines
 - 7 Bell Peppers
 - 8 Spinach
 - 9 Cherries
 - 10 Kale/Collard Greens
 - 11 Potatoes
 - 12 Grapes (Imported)

CLEAN 15™

Lowest in Pesticides

- BEST
- 1 Onions
 - 2 Avocado
 - 3 Sweet Corn
 - 4 Pineapple
 - 5 Mangos
 - 6 Sweet Peas
 - 7 Asparagus
 - 8 Kiwi
 - 9 Cabbage
 - 10 Eggplant
 - 11 Cantaloupe
 - 12 Watermelon
 - 13 Grapefruit
 - 14 Sweet Potato
 - 15 Honeydew Melon

Can I eat after 7:00pm?

Most common among individuals trying to lose weight

The fear:

If I eat right before I go to sleep, my body will turn everything into fat.

The Real Issue

- Why do we eat at night (after dinner)?
 - Habit
 - Stress
 - Boredom
 - Social pressure
 - Access

Typically, it is NOT because we are physically hungry

The Solution

- Eat a balanced diet
 - Hunger in the evening could be the result of an unbalanced diet.
- Come up with a list of alternatives for eating while watching TV
 - Call a friend, read a book, chew gum
 - Remove yourself from the situation!

Weight loss is ultimately the result of more calories out than calories taken in.

The answer?

Yes!

Eat regularly/plan your meals

Avoid emotional eating

"Breakfast for a king, lunch for a prince, dinner for pauper."

Fiber

- Naturally occurring fibers (whole grains, beans, fruits and vegetables) offer many health benefits
 - Weight control, heart disease and a healthy GI system
- It is unknown whether or not isolated fibers have the same health benefits.



Isolated Fibers?

- Chicory root
- Inulin
- Polydextrose
- Maltodextrin



Nutrition Facts

Serving Size 1 bar (40g)
Servings Per Container 5

Amount Per Serving

Calories 140
Calories from Fat 35

% Daily Value*

Total Fat 4g **6%**
Saturated Fat 1.5g **9%**
Trans Fat 0g
Polyunsaturated Fat 0.5g
Monounsaturated Fat 1.5g

Cholesterol 0mg **0%**
Sodium 90mg **4%**

Total Carbohydrate 29g **10%**
Dietary Fiber 9g **35%**
Sugars 10g

Protein 2g

Vitamin A 2% • Vitamin C 0%

Calcium 10% • Iron 2%

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

		Calories 2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

INGREDIENTS: CHICORY ROOT EXTRACT, CHOCOLATE CHIPS WITH CONFECTIONERS SHELLAC (CHOCOLATE CHIPS [SUGAR, CHOCOLATE LIQUOR, COCOA BUTTER, DEXTROSE, MILK FAT, SOY LECITHIN], ETHANOL, SHELLAC, HYDROGENATED COCONUT OIL), ROLLED OATS, CRISP RICE (RICE FLOUR, SUGAR, MALT, SALT), BARLEY FLAKES, HIGH MALTOSE CORN SYRUP, HIGH FRUCTOSE CORN SYRUP, SUGAR, CANOLA OIL, HONEY, GLYCERIN, MALTODEXTRIN, PALM KERNEL OIL, TRICALCIUM PHOSPHATE, SOY LECITHIN, SALT, NONFAT MILK, PEANUT OIL, COCOA PROCESSED WITH ALKALI, NATURAL FLAVOR, BAKING SODA, COLOR ADDED, ALMOND FLOUR, PEANUT FLOUR, SUNFLOWER MEAL, WHEAT FLOUR, MIXED TOCOPHEROLS ADDED TO RETAIN FRESHNESS. **CONTAINS SOY, MILK, ALMOND, PEANUT, SUNFLOWER AND WHEAT INGREDIENTS.**

Trans Fat

Why should we care?

There are many health concerns associated with the consumption of trans fat – they are at least as bad as saturated fat (raising cholesterol and increasing the risk for heart disease).

The American Heart Association says there is no safe intake recommendation.

The safest level = 0 grams!

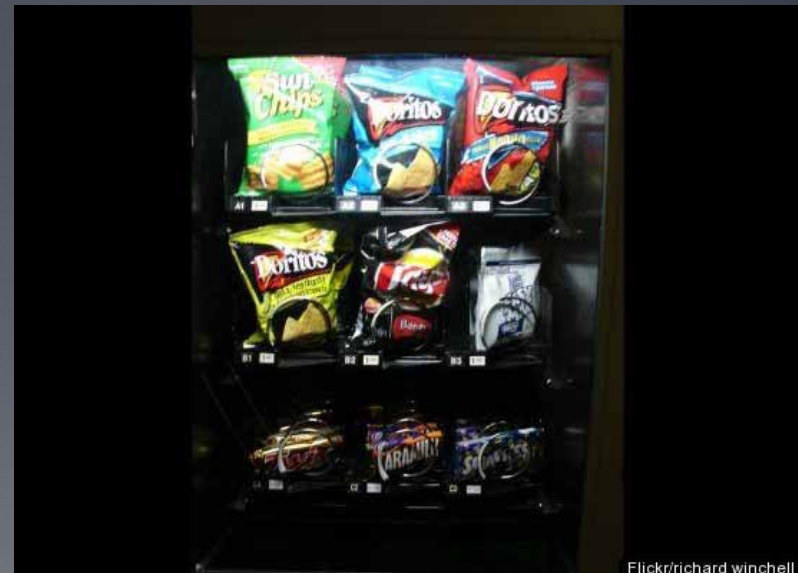
Trans Fat

- Foods with “0 grams trans fat” often have high levels of saturated fat
 - The goal of the marketer is to distract you from other negative aspects of the product, like saturated fat.
- In fact, if the food has less than 0.5 grams per serving, it can say “0 grams per serving”

Thin Mints	
Nutrition Facts	
Serving Size 4 Cookies (32g)	
Servings Per Container about 9	
Amount Per Serving	
Calories 150	Calories from Fat 60
% Daily Value*	
Total Fat 7g	11%
Saturated Fat 4.5g	23%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 115mg	5%
Total Carbohydrate 20g	7%
Dietary Fiber 1g	4%
Sugars 10g	
Protein 2g	
Vitamin A 0%	• Vitamin C 0%
Calcium 0%	• Iron 4%
INGREDIENTS: Enriched flour (wheat flour, niacin, reduced iron, thiamin mononitrate [vitamin B1], riboflavin [vitamin B2], folic acid), sugar, partially hydrogenated vegetable oil (soybean, cottonseed, palm and/or palm kernel oils, TBHQ and citric acid to preserve freshness), cocoa, caramel color, contains two percent or less of cocoa processed with alkali, invert sugar, whey (milk), leavening (baking soda, monocalcium phosphate), cornstarch, salt, soy lecithin, artificial flavor, oil of peppermint.	

Serving Sizes

- Serving sizes were developed by the FDA in the '70s and '80s
- Allow for misleading nutritional information



Flickr/richard winchell

Serving Sizes

Remember to adjust your nutritional information to the serving sizes!



Ingredients: Dehydrated Potatoes, Modified Food Starch, Corn Oil, Sugar, Salt, Soy Lecithin, Leavening (Monocalcium Phosphate and Sodium Bicarbonate), and Dextrose.
No Preservatives.

Nutrition Facts

Serving Size 1 oz. (28g/About 10 crisps)
Servings Per Container 10

Amount Per Serving	
Calories 120	Calories from Fat 30
% Daily Value*	
Total Fat 3g	5%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 200mg	8%
Total Carbohydrate 21g	7%
Dietary Fiber 2g	6%
Sugars 2g	
Protein 2g	

Vitamin A 0%	•	Vitamin C 6%
Calcium 4%	•	Iron 0%
Thiamin 4%	•	Niacin 6%
Vitamin B6 4%	•	Phosphorus 8%
Zinc 2%		

* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories: 2,000	2,500
Total Fat	Less than 65g	80g
Sat Fat	Less than 20g	25g
Cholesterol	Less than 300mg	300mg
Sodium	Less than 2,400mg	2,400mg
Total Carbohydrate	30g	37g
Dietary Fiber	25g	30g

Calories per gram:
Fat 9 • Carbohydrate 4 • Protein 4



96% JUICE/PURÉE BLEND

Nutrition Facts

Serving Size 8 Fl. Oz. (240mL)
Servings Per Container about 2

Amount Per Serving	
Calories 150	
% Daily Value*	
Total Fat 0g	0%
Sodium 15mg	1%
Potassium 640mg	18%
Total Carbohydrate 36g	12%
Sugars 27g	
Protein 2g	Not a significant source of protein
Vitamin C 1000%	• Calcium 2%
Iron 2%	
Not a significant source of calories from fat, saturated fat, trans fat, cholesterol, dietary fiber and vitamin A.	
*Percent Daily Values are based on a 2,000 calorie diet.	

Empower Yourself

- Be an educated consumer
 - Take the time to research what you buy, where it comes from and what is in it!
 - Don't believe everything that you see
 - Take advantage of the many resources at your disposal.
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UK Health and Wellness

- Free nutrition consultations with Registered Dietitians
- Knowledgeable staff at the Body Shop
- Health Smart Conversations each month on campus

www.uky.edu/hr/wellness

Questions?

