What can we believe about health?

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UK Health and Wellness
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!
Overview

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

FITNESS CLAIMS & MARKETING
Who Do YOU Believe?

REV ABS
Your 90-day ab solution

GET IN SHAPE FASTER THAN YOU COULD EVER IMAGINE
BODY OF F.I.R.E.
CHAD WATERBURY
CLICK HERE
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.
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.
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
<table>
<thead>
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<th>CLEAN 15™</th>
<th>Lowest in Pesticides</th>
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<tbody>
<tr>
<td>1</td>
<td>Celery</td>
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<td>Peaches</td>
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<td>Avocado</td>
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<tr>
<td>3</td>
<td>Strawberries</td>
<td>3</td>
<td>Sweet Corn</td>
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<tr>
<td>4</td>
<td>Apples</td>
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<td>Potatoes</td>
<td>11</td>
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<tr>
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<td>Watermelon</td>
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<tr>
<td>13</td>
<td>Grapefruit</td>
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<tr>
<td>14</td>
<td>Sweet Potato</td>
<td>14</td>
<td>Sweet Potato</td>
</tr>
<tr>
<td>15</td>
<td>Honeydew Melon</td>
<td>15</td>
<td>Honeydew Melon</td>
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</table>
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 a 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
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”
Serving Sizes

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

Remember to adjust your nutritional information to the serving sizes!

**Nutrition Facts**
Serving Size 1 oz. (28g/About 10 crisps)
Serving Size 8 fl. oz. (240mL)

<table>
<thead>
<tr>
<th>Amount Per Container</th>
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<tr>
<td>2.75 g</td>
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<tr>
<td>9%</td>
<td>30 % Daily Value</td>
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<tr>
<td>20 g</td>
<td>120 calories</td>
</tr>
<tr>
<td>20 % Daily Value</td>
<td></td>
</tr>
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</table>

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

**Nutrition Facts**

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<tr>
<th>Nutrient</th>
<th>Value</th>
<th>% Daily Value</th>
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<tbody>
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<tr>
<td>Fat</td>
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<tr>
<td>Saturated Fat</td>
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</tr>
<tr>
<td>Cholesterol</td>
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<td>0%</td>
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<tr>
<td>Sodium</td>
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<tr>
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<tr>
<td>Protein</td>
<td>2 g</td>
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</tr>
</tbody>
</table>

*Percent Daily Values based on a 2000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.*

**Serving Size**

- 1 oz. (28g/About 10 crisps)
- 8 fl. oz. (240mL)

**Ingredients:**
- 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 2000 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.
UK Health and Wellness

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

www.uky.edu/hr/wellness
Questions?