

# Emerging Dietary Trends Webinar



TOI TANGATA®

Eat-More,Weigh-Less Macrobiotics  
Fruitarianism  
Lemon-Detox Fit4Life  
Clean-Eating Vegetarianism  
Low-fat Raw Sugar-Free Cabbage-soup  
Cleanse Morning-banana Food-Combining  
Vegan Cambridge-Diet Hour-Body  
Ornish Opifast Metabolife Isagenix  
Sugar-Busters South-Beach Atkins  
Kate-Morgan SureSlim Zone Slim-Fast  
Grapefruit Liquid Paleolithic Dukan Diet-Pills  
Hydroxycut HCG-Diet  
Low-Carbohydrate Master Paleo  
Somersizing High-Fat  
High-carb Diets  
Supplements Gluten-Free  
Israeli-Army  
Detox  
Dexatrim-Natural PritikinPrinciple  
Herbal-Remedies  
Blood-type Good-Carbohydrate-Revolution

# Diet

# Dietary Trend Themes & Signs

- Does it promise fast results?
- Does it use scientific jargon, is it NEW or Ground breaking?
- Does it promote “magic” foods or special food combinations?
- What products do you need?
- Does it exclude a whole food group?
- Does it sound too good to be true?
- Does the diet promote irregular eating patterns?
- Is it a short term solution?
- Who promotes it?

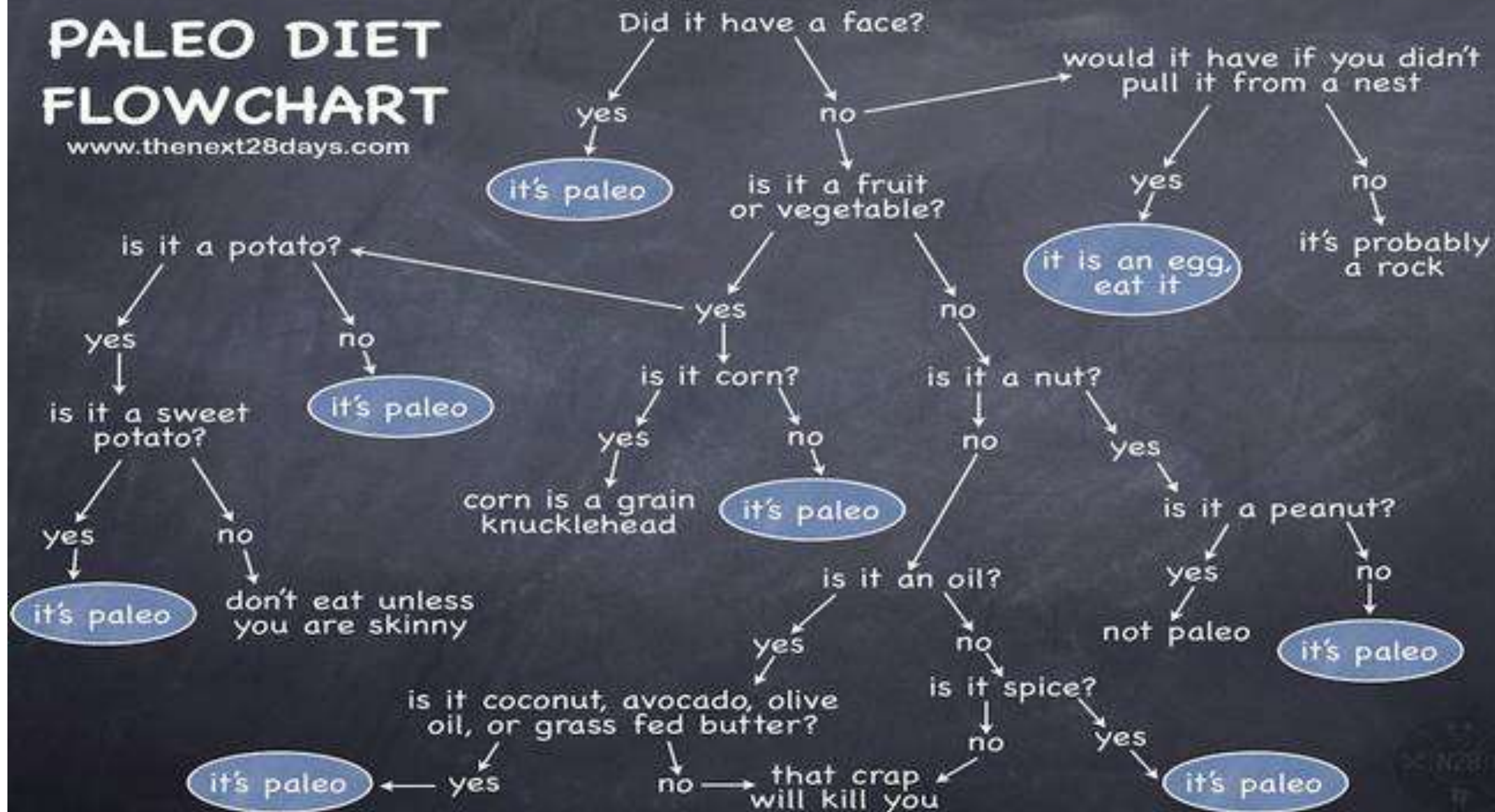




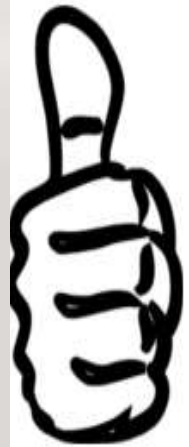
Paleolithic  
Caveman  
Hunter Gatherer  
Ancestral Eating

# PALEO DIET FLOWCHART

www.thenext28days.com



# PALEO



- MEAT
- FISH
- SEAFOOD
- VEGETABLES
- FRUIT
- EGGS
- NUTS & SEEDS
- HEALTHY FATS



- PROCESSED FOOD
- GRAINS
- LEGUMES
- DAIRY
- REFINED SUGAR
- POTATOES
- SALT



## Tupuna Kai

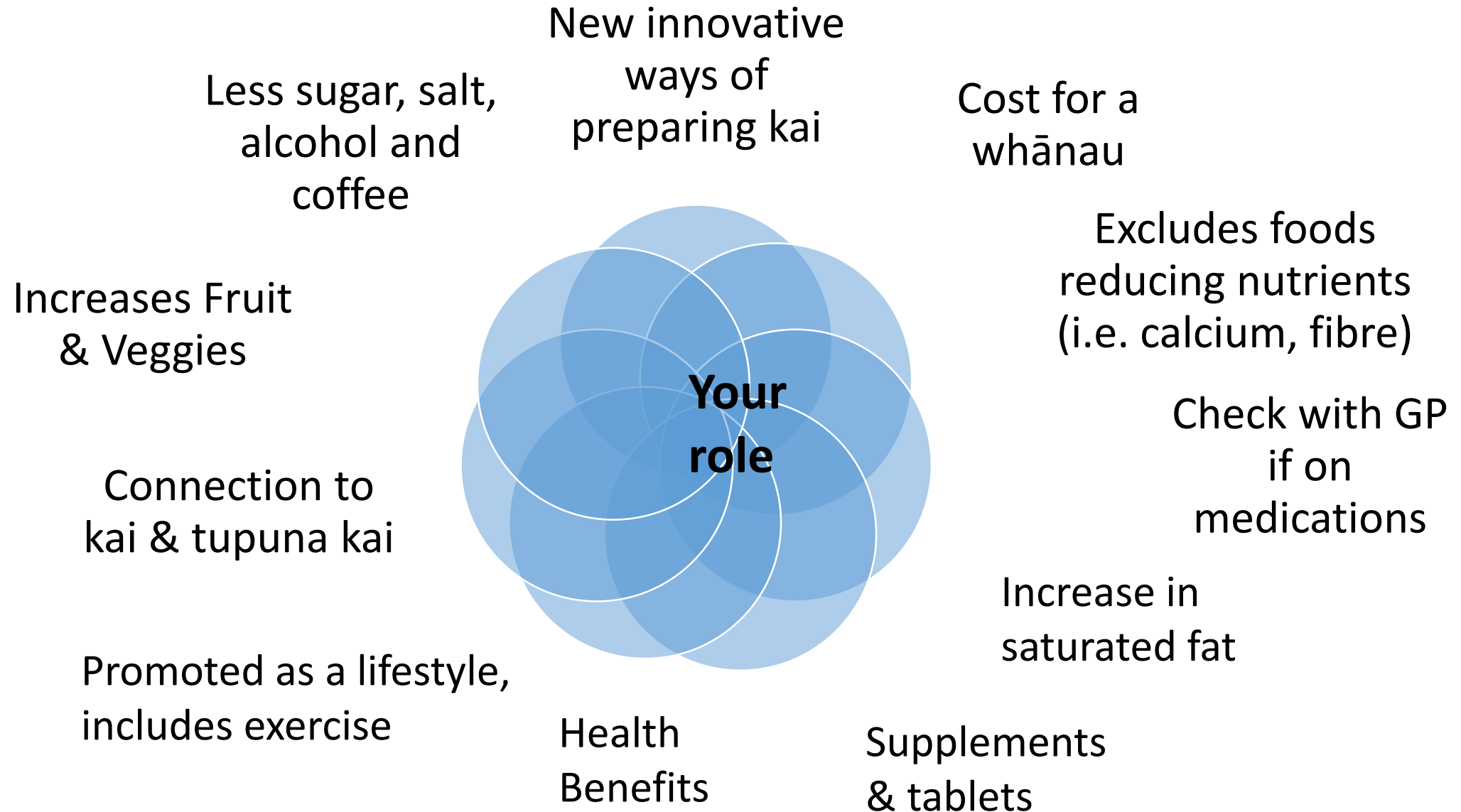
- Tangaroa
  - Kaimoana
  - Fresh and salt water
- Haumia
  - Huawhenua & Huarākau
  - Uncultivated wild foods
- Tāne
  - Manu, insects
  - Forest foods
- Rongo
  - Kūmara, taro.
  - Cultivated foods

***Sign that it is an EDT:***

***Restricts or eliminates certain foods or groups of food***



# Pale-yay or Pale-nay?



# OPTIFAST®

*The serious solution for weight loss™*



- Meal Replacement Programme
- Very Low Calorie Diet (VLCD)
- Works by limiting calories and reducing hunger
- Low carbohydrate which leads to ketosis
- All nutritional needs are met in less than 800 cal
- 6 months (26 weeks) with four phases
- Nestle product made in consultation with health professionals

***Signs that it is an EDT: Promotes a product, quick results, short time frame & uses replacement meals***



**PHASE 1****Up to 12 weeks | 600–800 Calories Daily****3 Optifast® VLCD™ Products**

≥2 Cups Low Starch Vegetables†  
(plus 1 tsp of Vegetable Oil per day)  
2 Litres Water

**1**  
Intensive  
Phase**2**  
Transition  
Phase**4**  
Stabilisation  
Phase**3**  
Maintenance  
Phase**BALANCED  
PROGRAM****PHASE 4**

3 Meals + 2 Fruit† + 1 Dairy  
≥2 Cups Low Starch Vegetables†  
2 Litres Water

**1200–1500 Calories Daily****800–1000 Calories Daily****2 Optifast® VLCD™ Products**

1 Meal\* + 1 Fruit† + 1 Dairy  
≥2 Cups Low Starch Vegetables†  
2 Litres Water

**PHASE 2****1 Optifast® VLCD™ Product**

2 Meals + 2 Fruit† + 1 Dairy  
≥2 Cups Low Starch Vegetables†  
2 Litres Water

**PHASE 3****1000–1200 Calories Daily**

The Optifast® VLCD™ Program can be modified to suit individual requirements. † See 'allowed low starch vegetables and fruit' in the 'additional foods' table ([www.optifast.com.au](http://www.optifast.com.au)).

\* Meals should equal approximately 400 calories. Optifast® VLCD™ is a Food for Special Medical Purposes for the dietary management of obesity and must be used under medical supervision.

# How is this useful? Is it sustainable? Can it be safe?

- Short term weight loss vs long term
- Shakes & soups transition back to “normal food”
- With weight loss comes health benefits
- Cost – on average per week \$70-100 for the first 12 weeks
- High drop-out rate is common
- Mostly used for pre-surgery weight loss (i.e. bariatric surgery)

# Red Flags

Safety: Availability at the pharmacy and online



Not suitable for:

People of normal BMI (25 or less)



Under 18

Medical Supervision



Pregnancy, breastfeeding

Medical conditions such as heart disease, liver or kidney function



History of drug or alcohol abuse

Gall stones

Pancreatitis

Gout

Diabetes





# GLUTEN FREE FANS

**Sign it is an EDT: Celebrity endorsement and eliminating a food group**



# Gluten Free

- Gluten is a protein
- Gives elasticity to dough
- Found in wheat, barley, rye, oats
- Bread, cereals, cakes, biscuits, pizza, snacks and most processed foods
- Coeliac disease has a direct link to gluten intolerance



**KEEP  
CALM  
EAT  
GLUTEN  
FREE**

# Things to consider...

Promotes less processed foods

Increase fruit, veggies, dairy, seeds, lean meats to meet needs

Weight loss may occur due to decreased calories

Increase awareness of what is in food

GF products can have more fat, sugar, salt to make up for flavour and texture changes



\$\$ Cost – On average GF is 60% more expensive

GF doesn't mean 'healthy' or 'low calorie'

What will you replace the foods with?

Long term sustainably and benefits





- Weight loss and cleansing diet
- 30 days of cleansing

The combination of shake and cleanse days aim to:

Increase energy

Remove toxins

Promote rapid weight loss

- Fat burners and Isa Snacks









Health benefits can  
come from weight loss  
especially if maintained  
long term

Good kick start to  
weight loss and  
lifestyle change?

Short term weight loss is  
guaranteed through  
calorie restriction  
1.0-3.0kg per week

Hasn't been cleared by the World  
Anti Doping Agency ( WADA)

Do you like  
having a set  
plan?

Is it suitable for the  
whole family?

What does it  
cost?



Do you like taking  
shakes and  
supplements?

Are you a child, pregnant, breastfeeding  
or over 65yrs?

Nutritionally complete vs Toxicity levels

**Signs that this is an EDT: promotes magic foods, supplements, meal replacements, quick results, irregular meal patterns**



- Atkins
- South Beach Diet
- Dukans Diet

# Pros vs Cons

- Can be effective for short term weight loss
- Protein rich kai help with satiety (feeling full and satisfied)
- Short term heart health
- Doesn't promote any supplements
- You get to eat real food
- Low in fibre, vitamin A, B, D, E, Potassium, Iron
- Protein foods are high in saturated fat
- High ketone level can be toxic
- No evidence it is sustainable long term
- Constipation
- Fatigue and dizziness
- Not ideal for kidney patients

**Signs that it is an EDT: quick results are promised, a whole food group is eliminated, famous people do it, doesn't promote lifestyle change**



# Lessons learned from these dietary trends

- Often fad diets/dietary trends over promise and under deliver
- There is always going to be another one or a revamp of an old one
- Clever marketing and promotion to entice people
- Eating healthy isn't sexy or cool it doesn't make you money
- Short term results are great, what about long term???

# How do we discuss these trends?

- Be open
- Find out more
- Help them come to their own solution
  - One size fits all approach doesn't work
- Encourage it to be used as a stepping stone on a journey to hauora
- Safety concerns – refer to GP, dietitian to check in regularly

# Dietary Trend Tool



**DIETARY TREND**  
TOOLS

