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

<table>
<thead>
<tr>
<th>Rigid</th>
<th>Prescriptive</th>
</tr>
</thead>
<tbody>
<tr>
<td>Good &amp; Bad Foods</td>
<td>Food Rules</td>
</tr>
<tr>
<td>Deprivation</td>
<td>Fear Driven</td>
</tr>
<tr>
<td>Perfection Seeking</td>
<td>Guilt Inducing</td>
</tr>
</tbody>
</table>

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

Non-diet Paradigm

<table>
<thead>
<tr>
<th>Flexible</th>
<th>Intuitive</th>
</tr>
</thead>
<tbody>
<tr>
<td>Variety</td>
<td>Life Balance</td>
</tr>
<tr>
<td>Enjoyable</td>
<td>Nurturing</td>
</tr>
<tr>
<td>Non-restrained</td>
<td>Appreciating</td>
</tr>
</tbody>
</table>

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.