

# Fad Diets

## WHAT IS IT?

### INTERMITTENT FASTING

- Defined, intermittent means "sometimes" & fasting means "don't eat" so you sometimes don't eat.
- The post absorptive or fasted state:
  - Occurs around 12-18 hours after eating
  - Nutrients come from own body (no external energy)
  - Changes occur to the metabolic chemistry of the body
- The 16/8 Method is most common: This involves fasting every day for 14-16 hours, & only eating during a daily window of 8-10 hours.

## POTENTIAL BENEFITS

- Weight loss may occur from being fasted and consuming less calories.
- May be beneficial for metabolic health.

## RISK FACTORS

- Not ideal for athletes.
- Chronic fasting may lead to hormonal imbalance.

## YOUR ROLE

- Work with the client to ensure they consume adequate calories & macronutrients during their "daily eating window."
- Focus on whole foods & plate balance.
- Remind them to drink adequate water while fasting.

### KETOGENIC DIET

- A minimal to no carbohydrate diet that causes the body to go into ketosis.
- Ketosis is a backup process that converts fatty acids into fuel (ketones).
- Generally, 60-75% of calories come from fat (or even more), 15-30% of calories from protein, and 5-10% of calories from carbs.

People may think more clearly & feel less hungry while on this diet.

- Studies have shown that this diet is beneficial for brain health when there is:
  - Brain damage
  - Epilepsy
  - Traumatic brain injury

No advantage for metabolic health or weight loss.

No benefit has been shown for performance (but may be beneficial for ultra-marathoners).

Work with the client to meet a higher fat, moderate protein, lower carb macronutrient profile.

Focus on whole foods, not Keto products.

Encourage lean meats, nuts/seeds, healthy oils & whole eggs as fat sources.

### MACROS COUNTING

Counting/tracking macronutrients (carbohydrates, fat & protein) within a calorie goal.

Most commonly used macro diet is the Zone Diet with 40% CHO, 30% FAT and 30% PRO ratio.

Provides a well-balanced diet with proper macro distribution.

People can begin to understand nutritional values associated with different types of food.

Improved athletic performance and increased muscle mass when used along with exercise.

Issues with adherence (logging is time consuming).

Many people underestimate portion sizes.

Client can still make unhealthy food choices & be within the macro goals.

Disordered eating can occur from too much focus on the numbers and "saying macros" aka binging calories.

Focus on whole foods:

- Lean meats
- Vegetables
- Nuts and seeds
- Fruit
- Whole grains

Encourage healthy choices & habits.

Place low emphasis on the numbers (calories and macros) – have your clients strive for progress over perfection.

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### POTENTIAL BENEFITS

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May be beneficial for metabolic health.

People can learn to cope with the feeling of being hungry.

People may think clearer & be less hungry while on this diet.

Studies have shown that this diet is beneficial for brain health when there is:

- Brain damage
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### RISK FACTORS

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Food products & processed, artificially sweetened products are marketed as "Keto" or "Keto-Friendly."

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## COUNTING MACROS

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HSN recommendation is to start with 40% CHO, 30% FAT & 30% PRO ratio.

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## ADDITIONAL TIPS FOR FAD DIETS:

- Use the curiosity, compassion & clarity approach when a client comes to you wanting to try out a fad diet.
- Be mindful of your body language when asked about fad diets.
- Utilize outcome-based decision making. Make it an experiment for the client to test out a fad diet for a week & report back on how it went.
- Be an advocate for the science & data (remember the realistic rate of progression).
- Keep it as simple as possible for the client.
- Remember that nutrition coaching is all about accountability & support.