



MARSH & McLENNAN
AGENCY

Food Myths and Fad Diets

Keto, Whole30 and more

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COUNT ON US!



It's our business
to be there for you in the

**MOMENTS
THAT
MATTER.**

WORLD CLASS. LOCAL TOUCH.

A myth can travel halfway around the world, while truth is still putting on its shoes. – Mark Twain

Food Myths

Claim: Certain Foods Can Boost Metabolism

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False

- No magic food will speed up metabolism

Claim: Eating Late at Night Slows Metabolism

Claim: Eating Late at Night Slows Metabolism

Perhaps

- It's the extra calories, not so much when you consume them.

Claim: Negative Calorie Foods Exist

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False

- Some foods may have very low calories, but they still count toward a day's worth of calories.

Claim: Grapefruit Burns Fat

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False

- No food can burn fat, only exercise can.

Claim: If I exercise, I can eat whatever I want

Claim: If I exercise, I can eat whatever I want

Probably Not

- Working out doesn't allow you unlimited calories.
 - 24-ounce sports drink 160 calories
 - Protein bar 220 calories
 - 1 cup frozen yogurt 230 calories
 - 3-inch brownie 430 calories
 - 1 cup trail mix 700 calories

Claim: Apple Cider Vinegar is Helpful with Weight Loss

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False

- No scientific backing

Others?



Fad Diets



It May Be a Fad Diet If...

Promises rapid weight loss

Tout or ban a specific food or food group

Makes unrealistic promises

Eliminates an entire food group

Bases evidence for effectiveness on testimonials

Be Skeptical if the Following Claims

Rapid weight loss

Unlimited quantities

Limitations on food groups unless medical

Specific food combinations

Magic or miracle foods

No need to exercise

Top Diets of 2020

#1 Mediterranean

#2 Flexitarian

#3 DASH Eating Plan

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#28 Intermittent Fasting (Fast Diet)

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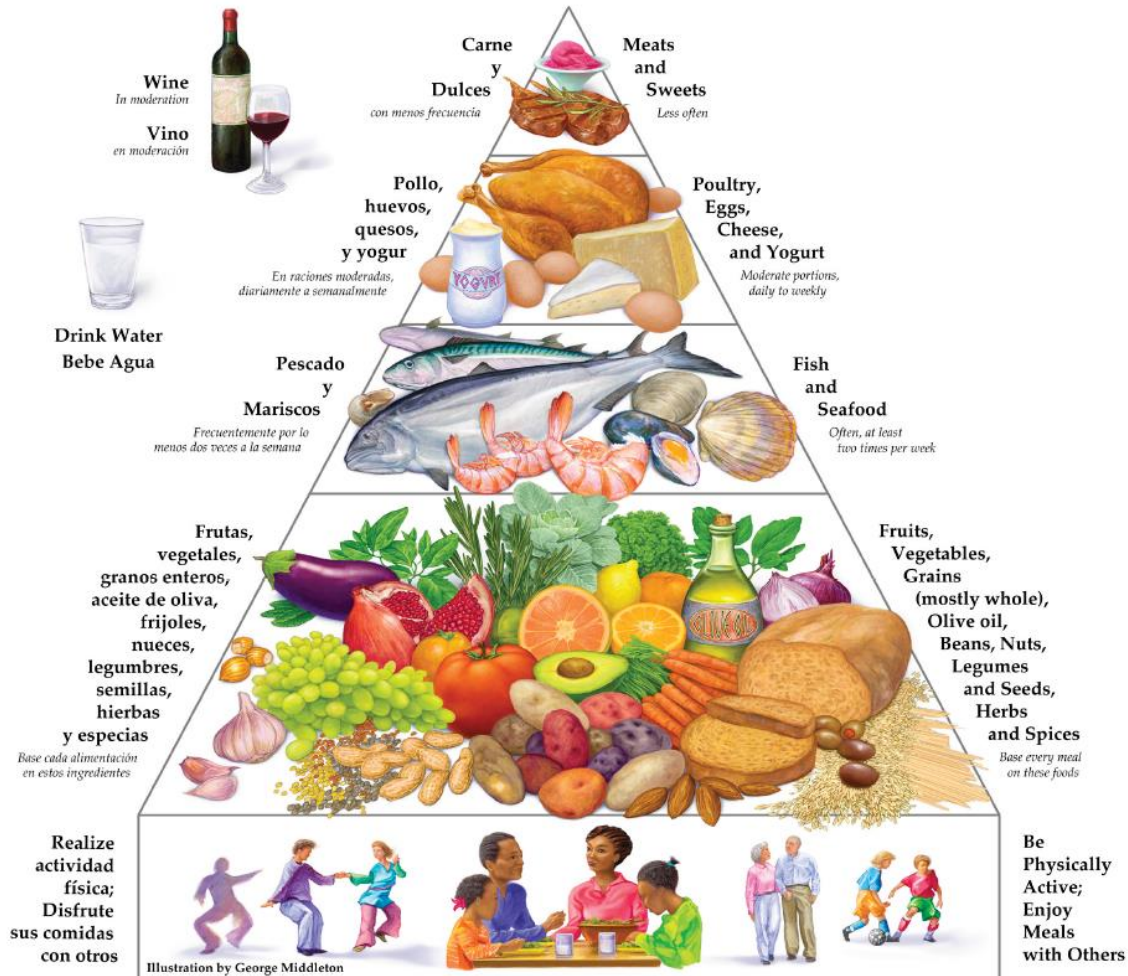
#33 Whole30

#34 Ketogenic

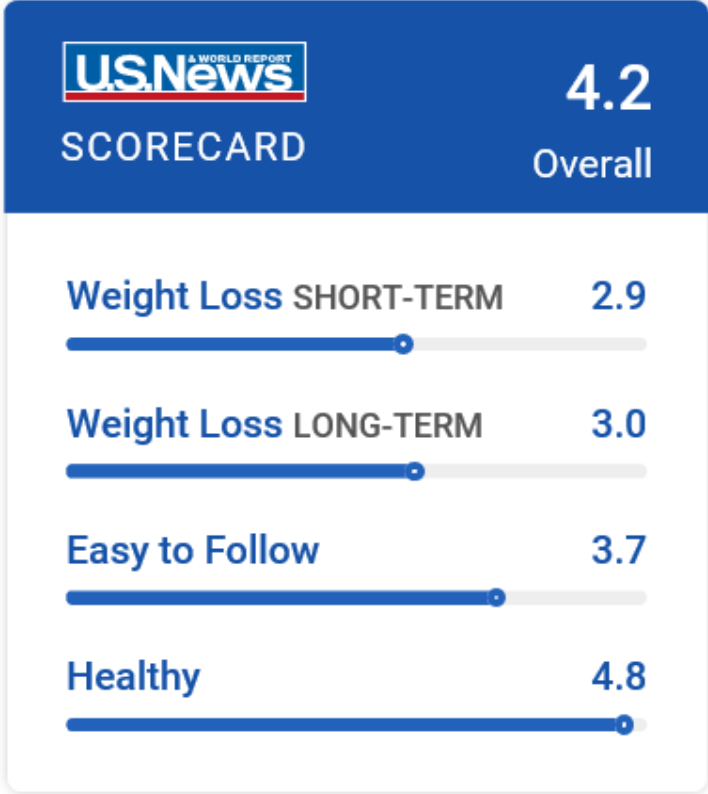
Mediterranean

Core foods to enjoy every day:

- Whole grains
- Fruits
- Vegetables
- Beans
- Herbs and spices
- Nuts
- Healthy fats such as olive oil or avocado oil



Mediterranean



Mediterranean Diet

Pros

Improves brain function

Lowers risk for heart disease, high blood pressure

Protects from diabetes

Decreases inflammation

Improved fertility

Improves eye health

Easy to incorporate

Cons

May seem restrictive

More difficult for “meat lovers”

DASH Eating Plan

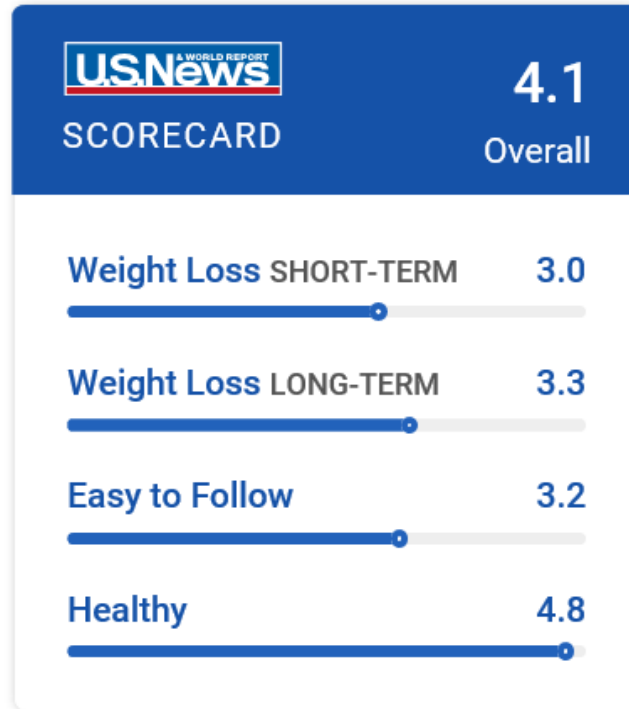
Dietary Approaches to Stop Hypertension

- NHLBI

DASH Eating Plan

Food Group	Daily Servings
Grains	6-8 ounces
Meats, poultry, fish	6 oz. or less
Vegetables	4-5 or 2-3 cups
Fruit	4-5 or 2-3 cups, 4 or more pieces
Low-fat or fat-free dairy	2-3 cups
Fats & oils	2-3 tsp.
Sodium	2300 mg or less
Nuts, seeds, dry beans and peas	4-5 ounces weekly
Sweets	5 Tbsp. or less weekly

DASH



DASH Eating Plan

Pros

No special food

Clinically proven, evidence based to lower blood pressure and cholesterol levels

Appropriate for the whole household

Easy to follow when out to eat

Cons

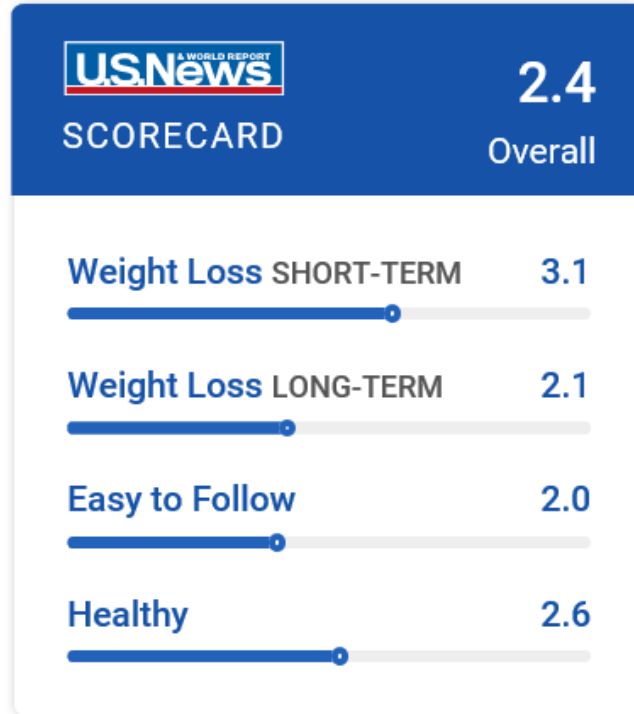
May take adjustment to lower sodium food

Intermittent Fasting

Taking breaks from eating
aka The Fast Diet

- Low calorie/fasting 2 days with normal eating 5 days
- 16/8 – fast for 16 hours, eat in an 8-hour window

Fast Diet



Intermittent Fasting

Pros

- Can still eat on fasting days
- No food group restrictions
- Few rules
- May provide health benefits

Cons

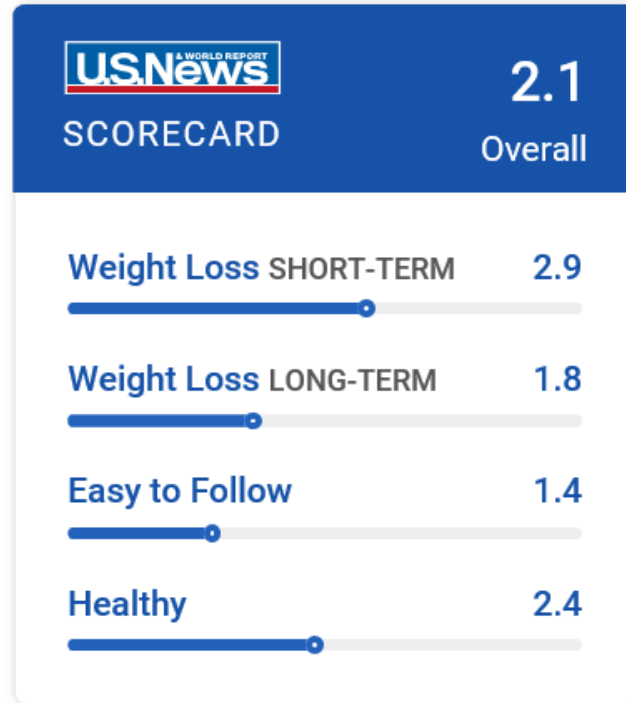
- No scientific basis for calorie level when fasting
- May not feel well on fasting days
- Not promoting healthy eating on non-fasting days
- May encourage extreme binge eating or other eating disorders

Whole30

Limits food for 30 days

- **No** sugar, grains, dairy, legumes, alcohol, soy, artificial sweeteners

Whole30



Whole30

Pros

Processed food is discouraged

High in fruits and vegetables

No calorie counting or measuring food

Only lasts for 30 days

Cons

Lacks scientific evidence

Bans food groups

No room for error

Discourages snacking

Expensive

Lacks variety

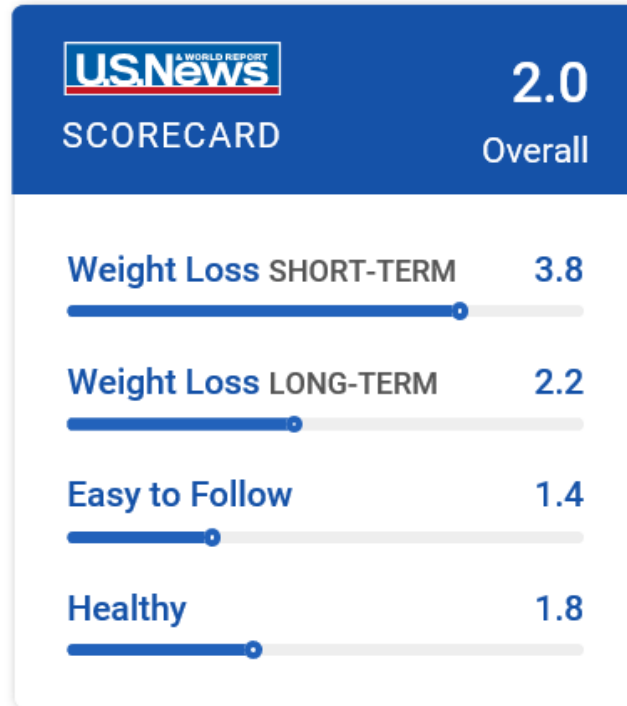
Keto Diet

High fat, moderate protein, very low carbohydrate

Works by inducing ketosis which causes decreased appetite and fat burning

Calorie intake overall is low

Keto



Keto Diet

Pros

- Lose weight quickly
- No counting calories
- No restriction on amount at first
- May be beneficial for Type 2 diabetes

Discuss with Primary Care Provider First

Cons

- Low in fiber
- Dehydration
- “Keto flu”
- High in saturated fat
- Low in essential nutrients, phytochemicals
- Kidney and liver problems
- Calcium loss
- Expensive
- Side effects of ketosis such as fatigue, headache, etc.
- Unanswered questions

“Get-thin-quick regimens are out in favor of intuitive eating.”

International Food Information Council Foundation 2020 prediction

Healthy Eating

Mindful

Mind calories if wanting to lose weight

Nourish self

Behavior modification

QUESTIONS?

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