

# Your 2024 New Year Diet...

**BDA**  
...












Always be extra critical when you see #Ad and dig into the evidence they provide

## DIET **RED FLAGS** TO LOOK OUT FOR



### Does your new diet...?

-  offer a magic bullet to losing weight, without having to change your lifestyle in any way?
-  promise rapid weight loss of more than 1kg (2lbs) of body fat a week?
-  mention the word 'detox'?
-  ask you to substitute everyday foods for expensive supplements or ingredients?
-  tell you to only eat one type of food? Cabbage anyone?!
-  offer no supporting evidence other than a few personal success stories?
-  recommend the fat burning effects of certain foods (think grapefruit or green tea extract)?
-  ask you to severely limit whole food groups?
-  have an influencer getting paid to promote it?

**Spot the facts from the fads.**

**#NavigateTheNewYearNonsense**