

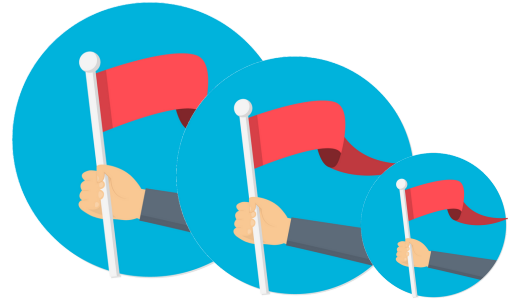
Your 2023 New Year Diet...

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?

If so, say New Year, New You...No THANK YOU!

#SayNoToFads