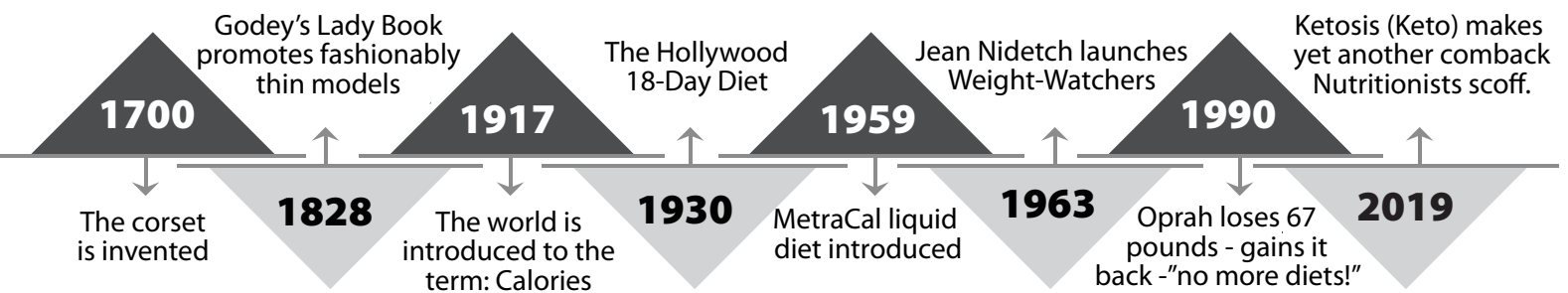


The history of fad...

WEIGHT-LOSS DIETS



A chronology of crazy!

The History of Diets

Worldwide obsession with dieting has been around for hundreds of years. The ideal figure has been sought since it was painted on vases. Now, of course, it's plastered on billboards, magazines the internet and TV. The following is a recap of some of the more interesting and famous diets.

- 1700s** Dieting to reduce body weight emerges as a western concept. Trendy **Madame de Pompadour**, at 5'1" and 111 lbs., declares herself "skeletally thin." The **corset** is invented.
- 1828** French food aesthete **Brillat-Savarin** suggests moderation, not for health reasons, but a sign of refinement. Godey's **Lady Book** promotes fashionably thin models.
- 1864** **William Banting** drops 46 pounds eating mutton, eggs and vegetables, as described in his best-selling **Letter on Corpulence**.
- 1917** Diet and Health is first published by **Lulu Hunt Peters**, a chronically overweight person. Peters teaches readers about "**calories**," a term previously used only in physics, and advises a low-fat, high-carbohydrate diet.
- 1930s** Movie stars popularize the **Hollywood 18-Day Diet**. It consists of grapefruit, melba toast, green vegetables and boiled eggs.
- 1933** **Mayo Clinic's** scientific diet, the **Mayo Food Nomogram**, is mistaken for a complicated word game and fades into obscurity.
- 1939** Miracle diet pills, a.k.a. **amphetamines**, generate sales of **\$30 million** annually before the FDA steps in. Bathing-suit ad slogan: "**Suit by Jantzen. Body by Dexaspan.**"
- 1943** **Metropolitan Life** publishes **Ideal Weight Table for Women**.
- 1947** Psychoanalyst **Hilde Bruch** says the glandular theory of obesity is not true. "**The blubbery patient belongs not in the gym, but in the psychiatrist's office.**"
- 1951** The **New York Times** claims overweight is our **#1 health problem**. **Reader's Digest** admonishes wives to "**Stop Killing Your Husband.**"
- 1959** The **New York Times** now reports that Americans suffer "**a dieting neurosis.**" **Gallup Poll** finds **72 percent** of dieters are women. **Metrcal**, the first **liquid diet** proclaims: "**Not one of the top 50 U.S. corporations has a fat president.**" Girdle sales reach record highs.

The History of Diets -2

- 1960** **Stillman Diet**, requiring eight glasses of water and filet mignon every day, is introduced. **Ovreaters Anonymous**, inspired by AA is founded.
- 1961** A Queens, New York, housewife, **Jean Nidetch**, starts dieting discussion group. Seventeen years later, sells her **Weight Watchers** empire for **\$100 million**.
- 1963** Coca-Cola introduces **TAB**. However, ***men won't drink from a pink can!***
- 1966** **Atkins Diet** published in Harper's Bazaar. Eggs, bacon, pork rinds allowed; broccoli is restricted.
- 1967** **Twiggy**, 5'7" and 91 lbs., appears on cover of **Vogue** four times.
- 1970** Seventy percent (70%) of American families using **low-cal** products; **Ten billion amphetamines** manufactured annually.
- 1977** **Liquid protein** diets **banned** after **three deaths**.
- 1979** **The Complete Scarsdale Medical Diet** becomes a **best-seller**. Success is short-lived for creator, **Dr. Herman Tarnower**.
- 1982** **John Hopkins University** researchers calculate that Americans have swallowed more than **29,068 "theories, treatments and outright schemes to lose weight."** **NFL** endorses **Diet Coke** for men.
- 1990** **Oprah Winfrey** loses **67 pounds** on **Optifast**; One year later, Oprah gains back 67 pounds and declares, ***"No more diets!"***
- 1992** The **National Institutes of Health** champions **moderation** and **daily exercise** as the **best diet**.
- 1995** Former U.S. Surgeon General **C. Everret Koop** initiates ***"Shape-Up America."***
- 2000** **American Home Products** continues to defend against more than **2,000 class action lawsuits** brought against the company by parties claiming damages from the company's **fen-phen-based products**.
- 2001** **Atkins** returns along with **South Beach Diet** as they and other **low-carb diets** become the ***new trend*** in weight-loss. **Body Solutions**, another quick-fix diet pill, files bankruptcy.
- 2002** **Ephedra-based products** are **banned** in **California** and other states as research points to **overuse** and **abuse** causing **serious injury** and or **death**. **Obesity** reaches **highest levels** in ***U.S. history!***

The History of Diets -3

- 2003** **Cortislim** is charged by the FTC for "**claiming, falsely and without substantiation,**" that their products can cause weight-loss and reduce the risk of, or prevent, serious health conditions.
- 2004** **Weight Watchers** and **Jenny Craig** continue to dominate the commercial weight-loss industry with new claims and new games. The USDA introduces the new **MyPyramid**. It creates even more debate among food experts and fitness professionals. **Atkins Nutritionals** files **Chapter 11**. **TrimSpa** generates more than **\$141 million** in sales of **weight-loss pills**.
- 2006** **Hoodia**, a plant-based **appetite suppressant**, begins heavy marketing to U.S. markets without much success. **Jenny Craig** introduces new weight-loss programs starring celebrities, including **Kirstie Ally, Vallerie Bertinelli** and **Queen Latifah**.
- 2007** **TrimSpa** agrees to pay **\$1.5 million** in January to settle allegations of **false and misleading advertising** brought by the Federal Trade Commission. In February, TrimSpa spokesmodel **Ana Nicole Smith** is found dead in her apartment from a drug overdose.
- 2008** **NutriSystem** introduces new **Advanced Program** with **pre-packaged foods delivered** to consumers' doors. Endorsees include **Dan Marino, Don Shula** and other **sports celebrities**. **TrimSpa** files bankruptcy.
- 2010** **Weight Watchers, NutriSystem** and **Jenny Craig** continue to dominate the commercial weight-loss industry. **Bariatric** or **Lap Band** surgery increase to become almost **mainstream** with its advertising campaign: "**Let your new life begin call 1-800-GET-SLIM.**"
- 2012** FDA approves two "**obesity pills**" for sale: **Belviq** and **Qnexa** (sold under the name **Qsymia**).
- 2014** Popular TV Celebrity **Doctor Oz** (produced by Oprah Winfrey) hauled before U.S. Congress to answer for "**miracle weight-loss**" claims made on his show. He promises to end any such claims and to choose his words more carefully.
- 2015** Billionaire media mogul **Oprah Winfrey** acquires a **10% stake** in **Weight Watchers International**, sending the dieting company's stock soaring. ... Oprah Winfrey has helped to significantly fatten up Weight Watchers market value as dieting goes "**global.**"
- 2017** According to the most recent data, **adult obesity rates** now exceed **35 percent** (35%) in **five states, 30 percent** (30%) in **25 states**, and **25 percent** (25%) in **46 states**. The **highest in U.S. History..!**
- 2019** **Keto Comeback!** The Keto Diet (Ketosis) first introduced in 1924 makes yet another come back as a weight-loss protocol. Nutritionists and dietitians scoff. Marketers love it!