



Fad diets have been around for decades. Popularized by the promise of quick and dramatic weight-loss results, fad diets need to be fully researched before trying. Generally, diets or diet products can be considered a fad if they fit any of the following criteria:

- Claim to help you lose weight quickly, more than 1-2 pounds per week.
- Promise you will lose weight and keep it off without giving up fatty foods or starting an exercise program.
- Base their claims only on “before and after” photos.
- Offer testimonies from clients or “experts” who are usually paid to promote the diet plan.
- Draw simple solutions from complex medical research.
- Limit your food choices.
- Require payment for seminars, pills, or prepackaged meals in order for the plan to work.

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