

Can't lose weight?

New strategy will quadruple your odds of success!

Wish you could lose weight without giving up your favorite foods? This story is about to make your wish come true . . .

Most of us have heard enough weight-loss tricks to make our heads spin. So how are we supposed to get skinny without going crazy? That's just what a team of researchers recently set out to determine. After watching dieters juggle various strategies over a two-year period, they say they weren't surprised by the results. But we sure were!

#1 success secret

Surveys show most of us believe more exercise is the best way to lose weight. Not so, say scientists at Summa Health Systems, an Akron-based healthcare provider. Their landmark study found that the single most effective slim-down strategy is . . . "Portion control," says lead researcher Everett Logue, Ph.D.

Dieters who consistently practiced portion control were *four times more likely to lose weight* than those who did not. And many who skipped portion control but used other strategies, such as cutting fat or exercising more, actually gained weight. "It's simple," says Logue. "An hour of walking might not burn the calories you'd save by skipping dessert. Restricting calories is just easier." Of course, dieters who exercise are healthier and more likely to keep weight off. But to shed serious pounds *right now*, pay attention to the following:

Make it work for you

"Portion control can help you lose weight without giving up your favorite foods," promises Lisa Young, Ph.D., R.D., author of *The Portion Teller*. "Some foods may be more nutritious or more filling, but from a weight-loss standpoint, a calorie is a calorie. Take in fewer than you burn off and you'll lose weight.

Those calories can come from carrots, chicken, cheesecake, you name it. You can have it all in moderation." But just how much moderation do you need to slim down? The answer varies from person to person. Check out the Calorie Control Council's "Quick, easy calorie target," below left, to determine your get-slim limit.

More Proof!

When Yale and Stanford researchers analyzed over 700 diet studies, they found test subjects who consumed the fewest calories lost the most weight. Carbs and fat grams didn't matter at all!

Look at it this way

Sure, portion control means figuring out ways to feel satisfied without huge servings. "But portion control doesn't have to be about eating less. It can be about finding foods you can eat *more* of while still losing weight," she notes. Young has even helped us round up options for people who don't want to fuss with measuring or don't want to cook at all. "Once they get into it, people tell me portion control doesn't even feel like a diet." Yet experts agree it's the quickest route to the body of your dreams!

—Christine Garson

Quick, easy calorie target!

Multiply your current weight by 15, and then subtract 1,000 from that number. Make that your daily calorie limit, and pros say you'll lose at least two pounds a week—and often more! (Note: Don't go below 1,100 calories a day.)

Lead photo: Charles Bush. Hair: Don Malot. Makeup: Bryin Smoot. Stylist: Louisa Gravelle/Solo Artists. Other photos: Michael Keller/Corbis; Steve Becker; Steve Labadessa/Zuma Press; courtesy of Bed, Bath & Beyond; courtesy of Kraft Foods; HBB/9; Deborah O'Connor. Stylist: Antonello Busiello. Hair/Makeup: Krista Spencer. Food Stylist: Joyce Sangirardi. Stylist: Debrah Donahue. For more information, tips and resources, check out www.portionteller.com and www.weightwatchers.com.

Find the portion

Want moderation to feel easy? Then

OPTION 1

Weigh & measure

You'll need to carefully weigh and measure all your food to determine exactly how many calories you're eating.

Who it's best for Anyone who thinks being meticulous is

a fair tradeoff for virtually guaranteed results.

Proof it works Weight Watchers—the original weigh-and-measure plan—was just rated tops in *Consumer Reports'* first-ever test of popular diets.

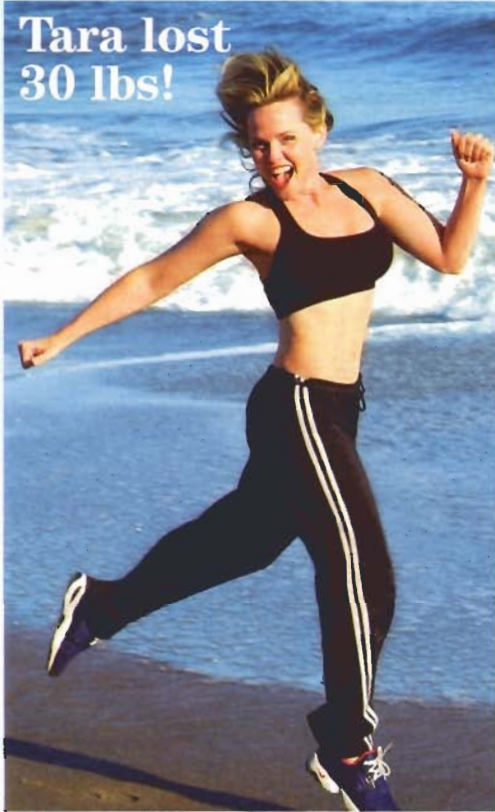
Oprah's fave scale!

"Here's a very chic way to practice portion control," says Oprah, of the Typhoon Kitchen Scale (\$40, www.bedbathandbeyond.com or 800-Go-Beyond.)



SUCCESS STORIES

**Tara lost
30 lbs!**



When photographer Tara Michelle O'Connor, 28, ordered meals from NutriFit (www.nutrifitonline.com), she was surprised by how tasty the food was. "I even order extra for dinner parties now!" says the California native. After eight weeks of savoring 1,600-calorie-a-day meals, Tara was 30 pounds skinnier. Now she realizes, "big portions make you happy for about 15 minutes. Being thin makes you happy all the time!"

Tara's best tips

- ✦ **Plate your food.** "When you eat it out of a container, it seems like less food."
- ✦ **Add exercise when weight loss slows.** "I lost fast in the beginning, and then it slowed, but as soon as I added workouts, the weight started flying off again."

**Maria
lost
135 lbs!**



It was the bestseller *Body for Life* that first taught Maria Bova to eyeball healthy portion sizes. "Within a week, I was eating the right amounts at regular intervals," recalls the Chicago-area mom, 29. "I used to eat large meals very erratically, and I would either be overstuffed or starving. Now I'm comfortable all day!" Comfortable and lean. In 16 months, she's traded her size 30s for 4s and dropped from 280 pounds to 145!

Maria's best tips

- ✦ **Eat often.** "Plan to have a meal or snack once every 2-3 hours. It's the best way I've ever found to control an oversized appetite."
- ✦ **Save money at restaurants.** "I always split an entree or just order an appetizer as my entree. That's all the food you need."

**Susan
lost 5 lbs
a week!**



San Francisco software pro Susan Kimberlin, 27, had settled into a fattening pattern of long hours at her desk and lots of stress eating. But at Weight Watchers, she learned "I can still have a full plate if I go for more veggies and less potatoes. And I can still eat chips in front of the TV, I just have the baked kind in individual bags." Smart changes like these helped her melt away 122 pounds in all!

Susan's best tips

- ✦ **Use small plates and bowls.** "It'll look like you have more food, and, psychologically, it makes you feel so much more satisfied."
- ✦ **Give it a few weeks.** "Once you learn the counts for your favorites, there'll be a lot less measuring and label-reading to do!"

control approach that's best for you!

simply choose the strategy that best suits your personality and lifestyle . . .

OPTION 2

Use your hand

"Learn to 'eyeball' portions with your hand, and you can get results without counting calories," says Young. For how-tos, see box, right.

Who it's best for Anyone who doesn't have the patience for weighing and measuring, but still wants to prepare her own food.

Proof it works Studies show that by serving ourselves less food, we eat less while still feeling completely satisfied.

A very "handy" guide . . .

Using your hand to gauge portion sizes, plan for three meals a day. Each meal should consist of: 1 serving lean protein, 1-2 servings of grains, starch or cereal and unlimited nonstarchy veggies. Add 2-3 cups of dairy per day, 1-3 servings of healthy fats and 2-4 servings of fruit per day at meals or as snacks.

1 SERVING OF . . .	EQUALS . . .
lean protein	1 open palm
fruit	1 tight fist
grains or starch (such as pasta or rice)	1 handful
cereal	2 handfuls
hard cheese	1 finger
healthy fats (peanut butter or oil)	3 thumb tips

OPTION 3

Shakes, bars and packaged meals

From the delivery services favored by celebs to Slim-Fast goodies and Lean Cuisine entrees, food that comes pre-portioned takes a lot of the effort out of weight loss, says Young.

Who it's best for Busy dieters, folks who hate to cook and those who find meal planning and unlimited food choices stimulate their appetites.

Proof it works Because portion control is so precise, dieters who use meal replacements lose anywhere from 31% to 500% more weight than those given identical calorie budgets but required to select and prepare food on their own.

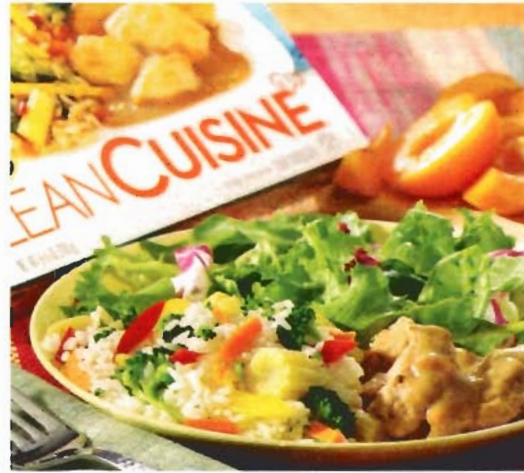
Please turn the page for more "Can't lose weight?"

This meal plan makes portion control effortless!

Our nutrition team has created this simple, summery 1,550-calorie-per-day plan using tasty and convenient foods that come in single-serving packages. Just add 8 cups of water per day and any other calorie-free beverages you like. As with any new plan, get your doctor's okay before you begin.

Breakfast (choose one daily)

- | | |
|---|--|
| 1 meal-replacement shake or smoothie (up to 190 calories) | dry cereal (up to 135 calories each) |
| 1 slice toast with spray margarine | 1 cup fat-free milk |
| 1 peach | 2 cups melon |
| 2 single-serving packages (5/8 oz. each) | 1 McDonald's fruit-and-yogurt parfait (no granola) |
| | 1 Egg McMuffin |



Lunch (choose one daily)

- | | |
|---|---|
| 1 frozen ready-made entree (up to 280 calories) | (1 oz.) baked or lite potato chips |
| 1/2 bag salad mix, 1 Tbs. lite dressing | 1 plum |
| 2 apricots | 1 prepackaged sandwich kit (up to 240 calories) |
| 1 low-fat Subway sandwich | 1 mini-bag (1 oz.) baby carrots |
| 1 individual bag | 1 nectarine |

Dinner (choose one daily)

- | | |
|---|--|
| 1 can or 1 1/2 cups fast-food chili | summer vegetables grilled, steamed or raw, mist of spray margarine |
| 1/2 bag salad mix, drizzle of lite dressing | 1 frozen entree (up to 300 calories) |
| 5 oz. salmon fillet | 1/2 bag microwave vegetables (10 oz.) |
| 1 ear corn | |
| Unlimited non-starchy | |



Ready-made bargains

Not in the mood to cook? A week's worth of NutriSystem's new budget meals starts at \$70 (www.nutrisystem.com). Prefer all fresh food? Seattle Sutton's Healthy Eating (www.seattlesutton.com) offers 21 meals starting at about \$98!



Snack (choose 3 per day)

- | | |
|--|--|
| 1 cup fresh cherries | such as Wheat Thins Minis or Cheese Nips |
| 1 pkg. low-fat cookies (up to 100 calories) | 1 lite iced or blended coffee drink (12 oz.) |
| 2 individually wrapped pieces low-fat cheese (such as Laughing Cow or part-skim string cheese) | 1 low-fat ice-cream sandwich |
| 1 100-calorie snack bag, | 1 low-fat chocolate pudding |

The best of the new portion-controlled eats!

We had our nutrition team taste-test some hot new pre-portioned options. If you haven't tried 'em yet, we suggest you sample . . .

Lean Cuisine Spa Cuisine

Ranging from 240-280 calories, the new Lean Cuisine offerings are made with weight-loss superfoods like whole grains, olive oil, even salmon!

Our favorite: Lemon-grass Chicken; 240 cals.; 6 g. fat; 29 g. carbs.

"Tastes like authentic Thai. The sauce is delicious!" says one tester.

Price: \$2.80 each



South Beach Diet frozen entrees

Designed to meet the guidelines of this good-carb plan, these 240-360-calorie dishes satisfy the most sophisticated taste buds.

Our favorite: Beef & Broccoli with Asian Style Noodles, 320 cals.; 13 g. fat; 32 g. carbs. "The sauce is tasty and the broccoli tastes fresh."

Price: \$3.80 each



South Beach Diet sandwich kits

Refrigerated sandwich kits (220-250 calories apiece) come with all the fixings for a yummy wrap—plus dessert!

Our favorite: Deli Ham & Turkey, 220 cals.; 10 g. fat; 24 g. carbs. "Grey Poupon mustard makes it taste really good."

Price: \$3.30 each



Slim-Fast's Optima smoothies

For fewer than 200 calories, the new Optima smoothies offer a fruity alternative to meal-replacement shakes.

Our favorite: Peach, 190 cals.; 5 g. fat; 22 g. carbs.

"Intense flavor! It tasted like a real peach!" Price: \$6 for 4



New 100-calorie Nabisco flavors

Now Nabisco offers even more 100-calorie packs—so you can enjoy your favorites without cheating!

Our favorite: Ritz snack mix, 100 cals.; 3 g. fat; 16 g. carbs. "They tasted like the real thing!" Price: \$2.69/box of 6 packs



Portion-control bonanza!

Check out www.minimus.biz for single servings of your favorite snacks and condiments. You can get an individually wrapped pair of Ritz crackers for 14 cents; or a 1.5-oz. pouch of fat-free dressing for 50 cents; or even buy a .75-oz. pack of peanut butter for 45 cents!

God Bless America

Woman's World

THE WOMAN'S WEEKLY

\$1.49

July 5, 2005

Cool summer hairstyles
Fast, easy, gorgeous

7 lift-yourself-up tricks

FEEL HAPPIER
and more optimistic!

CAN'T LOSE WEIGHT?

She lost 30 lbs!

You can DROP 5 lbs a week!

NEW STRATEGY WILL QUADRUPLE YOUR ODDS OF SUCCESS!

How to get more
Free stuff!
Refunds!
Rebates!

Cure PMS
with cinnamon!

EASY!

- Clean anything **FASTER!**
- **SAVE** more at the supermarket!
- **CURE** tiredness!
- **WIN** at Monopoly!



Cool & easy!

Three Cheers Ice-Cream Cake!

