



Health Awareness

Boosting Your Nutrient And Calorie IQ

(NAPSA)—Tipping the weight management scales in your favor isn't just a matter of changing eating habits; it's a matter of using your head.

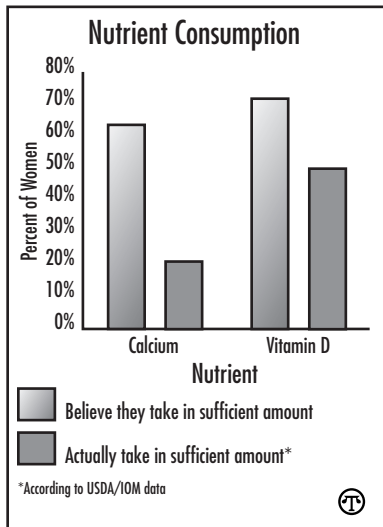
That's the advice from nutritionists who say it's important to find reduced-calorie but nutrient-dense foods when keeping an eye on your waistline.

A recent survey found that while the majority of women managing their weight know to focus on managing portion sizes (81 percent), cutting down on fat (76 percent) and consuming nutrient-rich foods (72 percent), four in 10 have difficulties finding options that are nutrient rich and taste good.

Despite their understanding of what goes into proper weight management, nearly half of women agree that when they are cutting calories from their diet, the loss of essential nutrients is not top of mind. In fact, 63 percent of women believe they get enough calcium, and 73 percent believe they take in enough vitamin D, while the USDA reports that fewer than half actually get enough of these nutrients.

"Control portions and calorie intake, but also find nutrient-dense foods that provide essential nutrients you need to get you through the day and keep your diet balanced," says Oz Garcia, Ph.D., known as the Nutritionist to the Stars. "Just be sure the foods you select are also ones that you enjoy eating, so they can become part of your everyday routine."

Many people may not be familiar with some of the great-tasting options. Dr. Garcia suggests alternatives such as fruit, nuts and Dannon Light & Fit 0% Plus, which has 60 calories per 4-ounce cup (50 calories for vanilla) and provides a good source of the



nutrients calcium, vitamin D and vitamin B2. The nonfat yogurt comes in 4-ounce cups and convenient multipacks to help you keep portion control in mind throughout the week, making this a convenient option to grab on the go.

"We know that more than a third of women report skipping meals several times a week or more often, and we know that many have trouble finding foods that help with weight management and also taste good (45 percent) and provide essential nutrients (37 percent)," says Oz. "That's why grabbing a delicious and nutrient-dense nonfat yogurt can be a smart solution."

Common Diet Pitfalls

But skipping meals isn't the only common weight-management mistake people make. A recent survey from Dannon shows that while Americans think they understand what it takes to manage their weight, many are in need of some calorie, nutrient and weight-management education. For instance:

- 52 percent of Americans believe that diet soda contains 100 calories or less, when it is actually calorie free.

- Nearly half of Americans believe that 1½ ounces of pretzel sticks contain 100 calories or less, when they actually contain about 160.

- More than a quarter of Americans believe that a 1-ounce bag of potato chips contains 100 calories or less, when it actually contains about 150.

- Three in 10 Americans believe an avocado contains 100 calories or less, when avocados typically have 220 calories.

Perhaps worse, the survey showed that many women are not being honest with themselves about the calories they consume. Four in 10 admit to lying to themselves about what they eat during the day, and more than half report they are likely to tell themselves that "calories don't count" during birthdays or holidays. Other times when calories tend to become figments of our imagination include when we travel, eat on the go or visit a buffet.

"More than half of all American women say that they actively manage their weight at one time or another," says Garcia. "But it's important that they understand that weight management needs to be about being smart, understanding your food and achieving balance. That means choosing nutrient-dense options that are satisfying, controlling portions and exercising regularly."

For more information, visit www.lightfit.com.

About the Survey: StrategyOne conducted a nationally representative phone survey among 2,041 American adults from August 16th through August 21st, 2007.