



WEBCAST VIDEO COMMENTARY CONSUMER EDITION

Health at EVERY Size

THE SURPRISING TRUTH ABOUT YOUR WEIGHT

Linda Bacon, PhD

You want to lose weight. You look in the mirror and you see “fat and ugly.” You’ve heard the obesity fears trumpeted repeatedly in the media: 65 percent of Americans are overweight or obese . . . we don’t know how to eat . . . we’re not exercising enough . . . we’re the first generation that’s going to die younger than our parents . . . blah, blah, blah. So you try one diet after another, desperate for the one that will finally save you. But they never do, at least not in any lasting way.

Face it, the “D” word is dead. A new diet isn’t going to get you what you want. You’ve been there, done that. There’s no point in putting yourself through that again. Even exercise programs don’t deliver.

Decades of research—and probably your own personal experience—show that the pursuit of weight loss rarely produces the thin, happy life you dream of.

But what if you learned that your fears around that dreaded fat were misplaced? That “overweight” may confer some protection that actually results in increased longevity? That when factors such as activity, nutrition and history of dieting and weight cycling are considered, the relationship between weight and disease disappears? That biologic safeguards prevent most people from maintaining weight loss, despite vigilant dieting and exercise? That the body has a built-in regulatory system to maintain a healthful weight, if only we’d trust it?

Remarkably, there is substantial evidence to support all of these contentions in the scientific literature. Consider the science and a new possibility emerges. You didn’t fail. You successfully tested many weight-loss regimens and they failed you.

Food tastes good. That’s your biological reward for nourishing yourself, not something to fight or be ashamed of. Celebrate your hunger. It provides opportunity to take care of yourself. Support your body in naturally finding its appropriate weight by honoring its signals of hunger, satiety, and appetite.

When you stop fighting yourself, achieving and maintaining the weight that is right for you is effortless. Your body does the job for you—naturally, and much more effectively.

Shift your focus from hating yourself and fighting your body to learning to appreciate yourself, your body, and your life. Because really, what's beneath your weight loss quest? Isn't your ultimate goal to feel better about yourself, to feel love, acceptance, vitality, or good health?

That's the Health at Every Size promise. You can feel better about yourself. You can feel loved, accepted, and vital—and you can improve your health—*regardless* of whether you lose weight. The road to health and happiness is wide enough for everyone.

Get the support you need.

I'm Dr. Linda Bacon, Nutrition Professor, Nutrition Researcher, and author of *Health at Every Size: The Surprising Truth About Your Weight*.

Are you tired of dieting?



Tired of feeling like a failure?



Tired of feeling guilty about eating or scared of food?



Move on!

TAKE THE HAES PLEDGE
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🔗 This is a text version of a webcast. To view or download the webcast—or another webcast for consumers interested in losing weight—go to www.HAESbook.com and follow the Downloads link.

🔗 Additional information and educational materials can be found in *Health at Every Size: The Surprising Truth About Your Weight* (BenBella Books) and on the Web at www.HAESbook.com.