



The Diet Fix: Why Diets Fail and How to Make Yours Work

By Yoni Freedhoff M.D.

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With *The Diet Fix*, weight loss expert Dr. Yoni Freedhoff offers a groundbreaking, useable guide to begin living happily while losing weight permanently.

It is time to break the cycle of traumatic dieting. Despite the success stories publicized by Atkins, South Beach, Weight Watchers, and others, 90% of all diets end in failure. How can we fix the way we lose weight so that we make results last? Whether used on its own or in conjunction with *any other diet*, Dr. Freedhoff's program shows how to replace a toxic dieting mindset with positive beliefs and behaviors.

Dr. Freedhoff has uncovered the flawed thinking that sabotages even the most earnest weight loss efforts. The majority of dieting or weight loss programs call for regular sacrifice: Give up an entire food group; fight hunger day and night; undertake exhausting and grueling exercise regimens. These approaches are unrealistic, unhealthy, and make it nearly impossible to maintain results.

Now, at last, there is hope. In *The Diet Fix*, Dr. Freedhoff offers a tested program for breaking down the negative thought patterns that prevent people from losing weight and keeping it off. Through the course of years of research and patient treatment, he has developed a 10-Day Reset that supports losing weight while maintaining a healthy, enjoyable lifestyle. This reset is designed to eliminate the habits that so often lead to weight gain: use it to shut down cravings, prevent indulgences from turning into binges, and break up with the scale once and for all. The 10-Day Reset can make any diet more effective, whether it's low-carb, low-fat, meal replacement, calorie tracking, or anything in between.

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Editorial Review

Amazon.com Review

Q&A with Yoni Freedhoff M.D. on *The Diet Fix: Why Diets Fail and How to Make Yours Work*

What misconception about dieting do you think causes the most damage?

The most damaging misconception about dieting is that our weights should all be “ideal” and that scales not only measure pounds, but also possess the ability to measure the presence or absence of health. It’s those messages that lead dieters to undertake wholly nonsensical approaches to weight management, and they also serve to help fuel society’s hateful weight biases.

What is Post Traumatic Dieting Disorder?

Post-traumatic dieting disorder or PTDD is the frequent consequence of years of recurrent traumatic dieting efforts. It’s a shared constellation of symptoms that often extends far beyond a dieter’s relationship with food and may include feelings of ineffectiveness, shame, hopelessness, loss of healthy body image, feeling permanently damaged, social withdrawal, and, at times, can even impact upon interpersonal relationships. Another very common symptom of PTDD is the belief that traumatic diets are required for weight management success; oftentimes folks with PTDD spend huge portions of their lives yo-yo’ing from one traumatic diet to the next. This leads to a vicious cycle of suffering, binge dieting, and feelings of inadequacy that sets people up for failure.

What is the most important factor in sustaining your weight?

The most important factor in sustaining your weight is not just tolerating, but actually liking your life and being both consistent, and, believe it or not, imperfect. Truly, your job in regard to both weight and health is to live the healthiest life that you can enjoy - in other words, to do your best. That said, it’s important to note that the best you can do over say, Christmas or a vacation, is very different than the best you can do during a plain, old, boring week, but that also doesn’t mean you shouldn’t still be thinking about things. Given our modern day Willy Wonkian food environment, not paying attention, for many, leads to easy gains, and given it’s so much easier to gain than it is to lose, remaining thoughtful, but not blindly strict, and doing so consistently, is crucial. Putting this another way - the healthiest life you can enjoy still needs to include chocolate, but that amount of chocolate needs to be the smallest amount that you need in order to be happy, and that amount changes day by day.

Why is the label of obesity misleading?

Unfortunately the label “obesity” carries with it a huge amount of societal stigma, stereotype and frankly ugly judgment whereby people who are described as “being” obese are regularly perceived and portrayed as lazy and gluttonous. Yet the presence or absence of weight really doesn’t define anyone. There are healthy people with weight to lose, and unhealthy skinny ones, and I certainly know plenty of beanpole gluttons. While there’s no doubt that medical risk rises with weight, risks are certainly not guarantees, and more importantly, weight does not and cannot be used to judge a person’s lifestyle. So if you’re ever writing about obesity, remember that a person cannot “be” labeled as obese, they can only have obesity, and that given the

negative stereotypes and implications surrounding the word obesity, that distinction matters.

What is the biggest misconception you wish people could shake off about dieting?

The biggest misconception that I wish people could shake off about dieting is that suffering and sacrifice are dieting's true determinants of success. Unfortunately, as a species, we just aren't built to suffer in perpetuity. Consequently, weight that's lost through suffering, through some combination of under-eating and/or over-exercising, is bound to come back.

What's the best diet?

There really is no one "best" diet - if there were, there wouldn't be tens of thousands of different diet books available, and weight struggles would be rare to non-existent. Ultimately a person's "best" diet is the healthiest diet that they can enjoy, as diets that are merely tolerable, given food's star billing as one of life's most seminal pleasures, simply don't last. Real life does, and frankly must, still include chocolate.

Review

"This 10-day reset plan is designed to work with any diet plan to make it more effective. While debunking a lot of weight loss myths, it also provides sound advice for those personalizing their own lifestyle plan."

--**Today show**

"[Yoni Freedhoff] has invented an un-diet...a set of simple food and exercise guidelines that can help you safely lose a pound a week and keep it off--summer fun included." --**Glamour magazine**

"if any diet book "works," it's going to be this one." --**Scientific American**

"As should be obvious to anyone who's been paying attention, these and many other approaches to weight-loss can work. The real challenge is keeping weight off, and Freedhoff's advice focuses on how to win that battle by formulating a plan you can happily live with for the rest of your life, not just for a few weeks or months." --**Runner's World**

Praise for *The Diet Fix*

"*The Diet Fix* delivers. This is a wonderful approach to tackling the Diet Demons. It allows people to keep what they like most about food -- the taste and indulgences -- and to get rid of what they don't like about food -- overeating and guilt. It's about balance. Regaining balance in our diet as well as in our lives."

--**Brian Wansink (Ph.D.), Author of *Mindless Eating* and *Slim by Design***

"Here finally is a book capturing the nuts and bolts of the dieting culture that has gripped North America. With Dr. Freedhoff's presentation of fact supported by years of first-hand experience, a crystal clear picture of what works, what doesn't and what is myth emerges. *The Diet Fix* is a service to all." --**Tosca Reno, author of the New York Times bestselling *The Eat Clean Diet***

"*The Diet Fix* is a breath of fresh air, revealing exactly why diets are such exhausting, ineffective traps and providing a do-able roadmap for a new, healthier way of approaching food and weight. It is an eye-opening and helpful diet antidote." --**Ellie Krieger RDN, nutritionist, cookbook author, and TV personality**

"Few people know as much about weight loss as Dr. Yoni Freedhoff. It is no surprise that he has produced a

book that is the perfect combination of evidence-based facts and good, solid, usable advice. There is so much misinformation in the media about dieting, and so many trendy and near useless diets. Yoni's book is exactly what we need: a science-informed—and fun to read—road map to long-term weight loss success.”

—**Timothy Caulfield, author of *The Cure for Everything: Untangling the Twisted Messages about Health, Fitness and Happiness***

“Finally a diet plan that can work because it won't make you miserable! Like all honest approaches to a better life, *The Diet Fix* is rooted in a deep understanding of how people are wired, and inspired by optimism about their true potential. You'll never need to read another diet book.” —**Melanie Warner, author of *Pandora's Lunchbox***

“This isn't a detox diet, it's a diet detox—a 10-day “reprogramming” that will free you forever from the damaging and defeating cycle of failed diets. Those suffering from Post Traumatic Dieting Stress (which is to say, most of us) may find it hard to believe that an approach this gentle, doable, and sane could ever work. Trust me: *The Diet Fix* offers an end to the madness and the keys to lasting weight control.” —**Monica Reinagel, MS, LD/N, author of *Nutrition Diva's Secrets for a Healthy Diet***

Millions of people are suffering through restriction, denial, sacrifice, hunger and a frustrating yo-yo cycle of weight loss and regain, yet they still struggle to manage their weight. This serial dieting breeds guilt, shame, depression, despair and binge eating. If you're one of these “traumatic dieters,” *The Diet Fix*, will not only provide a much needed sigh of relief, it will be a Godsend. It might even save your life. --**Tom Venuto, author of *Burn the Fat, Feed the Muscle***

“*The Diet Fix* is a no-nonsense approach to realistic weight management by a recognized expert in the field. This step-by-step guide to long-term weight management provides the evidence, debunks common myths and is chock full of practical tips - the ultimate diet book for anyone wanting to stop dieting and start living.” -- **Arya M. Sharma, MD/PhD, Scientific Director of the Canadian Obesity Network and Disc. (h.c.), FRCPC Professor of Medicine**

"Freedhoff dispels pervading myths about dieting, warns against the “seven deadly sins” (hunger, sacrifice, willpower, blind restriction, sweat, perfectionism, and denial), and instructs readers to replace tenuous willpower with “skillpower” as they learn the key triad to healthy weight loss: organization, planning, and thoughtfulness...this book will help dieters win by losing." --**Publisher's Weekly**

About the Author

Dr. Yoni Freedhoff, MD, CCFP, is widely considered to be Canada's most outspoken obesity expert. His weekly column in *U.S. News & World Report's* online Eat + Run edition is regularly the most read on the site, and he writes periodically on issues of health, weight management, and fitness for a variety of publications including *Psychology Today* and The Huffington Post, and daily on his award winning blog Weighty Matters. He is also an Assistant Professor in the Faculty of Medicine at the University of Ottawa and a sought after international speaker. Dr. Freedhoff graduated with honors from the University of Toronto Faculty of Medicine, where he received the Betty Stewart Sisam Award as the graduating student who "has shown the greatest human understanding and care for the welfare and health of patients."

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Patricia Nebeker:

As people who live in typically the modest era should be upgrade about what going on or info even knowledge to make these keep up with the era which is always change and move ahead. Some of you maybe can update themselves by looking at books. It is a good choice for you personally but the problems coming to you actually is you don't know what type you should start with. This The Diet Fix: Why Diets Fail and How to Make Yours Work is our recommendation to help you keep up with the world. Why, since this book serves what you want and wish in this era.

Colleen Williams:

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