

# MEN'S HEALTH

## Battling The Bulge Not Just A Female Issue— Men Do It Differently

(NAPSA)—Current research shows that about 70 percent of American men are overweight, and about 30 percent of men are obese. Yet, a dramatically low number of men—only about 28 percent—are engaged in weight loss.

While the fundamental principles of weight loss are the same for both men and women—eat less, move more—men gain weight, lose weight and approach weight loss differently than women. Fortunately, one of the leading weight-loss programs has developed a plan that's geared toward men, how they eat and how they live.

Weight Watchers has more than 40 years of experience helping both men and women lose weight and has now applied that knowledge in updating its Internet offerings for men. Weight Watchers Online, which provides the interactive resources to follow the plan step-by-step online, and Weight Watchers eTools, the

Internet weight-loss companion to meetings, are now customized for men. Both products are designed to help men overcome the daily challenges of losing weight that are unique to them.

In addition to food lists, weight trackers and more, some of the online features include:

- Meal ideas for foods that men actually want to eat—Beer, pizza and red meat cheat sheets so guys can see how to eat the foods they love while staying on plan;
- Fitness Section—Made-for-men workouts that target key muscle groups, exercise advice for all fitness levels and more than 60 exercise demo videos;
- Content Features for Men—Cooking and food ideas, gear and gadget reviews, tips from real guys who have been successful and more.

To learn more, visit the Web site at [www.weightwatchers.com/betterformen](http://www.weightwatchers.com/betterformen).

**Weight-Loss Gender Differences Chart**

Weight-Loss Factor	Women	Men
Level of Accuracy Around Estimating Weight Status	Quick to realize she's overweight	Consistently underestimates amount of weight he needs to lose
Weight-Loss Vernacular	"Diet"	"Get in shape"
History of Dieting	Lots: much experience with a variety of approaches	Not much: highly confident he will have success with no long history of diet failure
Level of Knowledge about Dieting	Generally knowledgeable about nutrition; attuned to diet and weight-loss news	Lack basic knowledge about science of food and weight loss
Exercise	Beneficial to weight loss, but avoidable	Expected component of weight-loss success
Overall Approach to Weight Loss	Quick to initiate, but prone to start and stop (yo-yo dieting)	Serious, disciplined, structured 