

In The Race To Lose Pounds, The Tortoise— Not The Hare—Almost Always Wins

(NAPSA)—There's hope for Americans who want to lose weight and keep it off, although resolutions to lose weight almost always fail, a new nationwide survey by the makers of whole-grain Total breakfast cereal discovered. According to the survey, 83 percent of dieters reported gaining all the weight back.

Guidelines developed from data gathered by the nation's leading research institutions show starting with a bowl of breakfast cereal, especially 100 percent DV calcium fortified Total, is a smart choice.

Not only is breakfast cereal a popular choice among people who are the most successful at losing weight—60 percent say they “always” or “usually” eat cereal—but Total is the only leading cereal with 100 percent of the Daily Value for Calcium.

Research suggests increasing calcium intake while cutting calories may help you lose more weight than dieting alone. A calcium-rich diet may help control how much fat we store versus how much we burn.

Easy and sustainable lifestyle changes can lead to “slow, steady weight loss,” according to the National Institutes of Health (NIH). Going hungry or depriving yourself of certain foods in an effort to lose weight quickly “may not be effective over the long term,” says the NIH.

One easily sustainable change to make with weight loss in mind is to eat a bowl of Total breakfast cereal every morning. Whole-grain Total breakfast cereal has been a leading nutrition cereal in America for more than 40 years. Data from Nielsen's National Eating Trends Survey, which was presented at the annual conference of the North American Association for the Study of Obesity, show that women who are frequent cereal eaters (they eat cereal more than seven times in two weeks) weigh about nine pounds less on



average than women who are not.

Lose only about one pound per week unless your doctor instructs otherwise, advises the NIH, and “take into account your likes and dislikes and include a wide variety of foods with enough calories and nutrients for good health.” The National Academy of Sciences recommends building up to an hour of physical activity on most, preferably all, days of the week.

“A resolution to lose weight has a better chance of succeeding if you plan on a slow and steady approach,” said Jean Storlie, Registered Dietitian at the Bell Institute of Health and Nutrition. “In the race to lose pounds, the tortoise, not the hare, almost always wins.”

To maintain a healthy diet:

- Set realistic goals and make gradual changes.
- Adapt a flexible eating style that includes a variety of foods.
- Eat breakfast regularly, especially a bowl of cereal (such as 100 percent DV calcium fortified, like Total).
- Incorporate low-fat carbohydrates into your diet. At least 100 grams per day are needed to prevent fatigue, according to the NIH.
- Keep an upbeat attitude by turning positive changes into permanent habits.
- Add physical activity to your daily routine.