

Slim-Fast® and Weight Loss

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A Little History Lesson

According to Good Housekeeping, the liquid diet drink trend began in the early 1930's, with "Dr. Stoll's Diet-Aid, the Natural Reducing Food." This low-calorie product, a combination of milk chocolate, starch, whole wheat, and bran, mixed with water to create drinks that replaced breakfast and lunch (<http://homearts.com/gh/health/07nutrb2.htm>). Since then, numerous liquid products and other diet-aid derivatives have entered the market promising to shed [weight](#) and encouraging healthy lifestyles. A leading brand name on today's market that makes such claims is Slim-Fast®.

The Slim-Fast® Mission Statement

"The Slim-Fast® Foods Company is dedicated to the advancement of nutrition for good health" (<http://www.slimfast.com/company/company.asp>). The company is "committed to the development of wholesome and balanced nutritional products to aid in weight management and improved health" (<http://www.slimfast.com/company/company.asp>).

Slim-Fast® offers a full line of ready-to-drink shakes, powders, Ultra Slim-Fast® Nutritional Snack Bars, Slim-Fast® Breakfast and Lunch Bars, and Slim-Fast® Meal On-the-Go Bars to assist in weight loss, weight maintenance, and the development of healthy eating habits.

Some General Terms: What does that mean?

Body mass index (BMI) refers to the percentage of body fat; it is the weight of an individual divided by their squared height. A BMI between 24 and 30 is considered overweight for women, a BMI between 25 and 30 is considered overweight for men, and a BMI greater than 30 is considered obese for both sexes (Kaplan, Sallis, and Patterson, page 397).

Exercise is a subset of physical activity that involves ...

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