The author gives examples of how we are constantly bombarded with messages from the diet industry. Give examples of this. Include both examples given in the article and personal stories of times you’ve experienced this.

The diet industry is almost everywhere, for example the TV commercials, magazines and books are a great evidence that we can encounter messages that will promise a successful diet.

The author mentions that at the grocery store we witness these messages from the diet that famous people have achieved and I’ve witnessed what the author said. Every week that I go the supermarket I always see magazines with 10 different diets that will help to lose weight in 30 days or 10 weeks. And sometimes I laugh because diets involve desserts and foods that are high in calories. The TV is another example that the diet industry utilizes, for example every week that I watch TV I’m witness of the 10 commercials about diets. I’ve recently paid attention to the TV commercials and some promise that losing weight is easy and that you can have a successful diet while eating anything you want.

Why do diets fail? In a few sentences for each, explain each of the following reasons

1. psychological

Diets fails psychological because they put a lot of restrictions to the way we eat. And this have consequences that affect our personality. The consequences are depression, apathetic and irritable because people are deprived from food.

1. physiological

Diets can affect the way we eat because loss of the internal signals for hunger and fullness that are responsible for our eating habits are some of the consequences that could happen. Like the study that Janet Polivy and Peter Herman conducted is a clear example of this as dieters didn’t lose their signals for fullness like the dieters did.

1. evolutionary

We share eating habits as our ancestors that’s a reason why diets also fail. For instance, our ancestors like hunters and gatherers had to eat the most to survive and their metabolism was adapted to conserve energy and calories. However, nowadays it’s hard for out metabolism to distinguish between real hunger or hunger from our diets. So this can cause a an increase to our weights.

Describe the “antidote to dieting” in your own words.

The antidote to dieting is often called intuitive eating because it consists on only eating when our body have singled that we are hungry and teaches how to reconnect ourselves with our body. This process teaches people to follow their signals of when to eat and when to stop eating, so people create their own schedule and identify when they have reached their fullness.