

# Weight Control- Diets, Surgeries, Pills, Fads and Facts



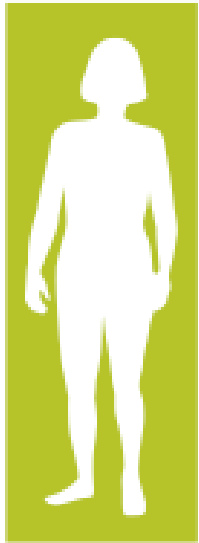
Jay Rissover MD  
Blue Ash Internal Medicine  
4260 Glendale-Milford Rd #101  
Blue Ash, Ohio 45242

# Obesity, disease of affluence



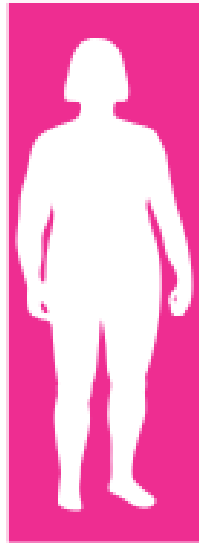
# Obesity- What is it?

Normal Weight  
(BMI 19 to 24.9)



130 pounds  
BMI 22

Overweight  
(BMI 25 to 29.9)



152 pounds  
BMI 26

Obese (Class I)  
(BMI 30 to 34.9)



175 pounds  
BMI 30

Obese (Class II)  
(BMI 35 to 39.9)



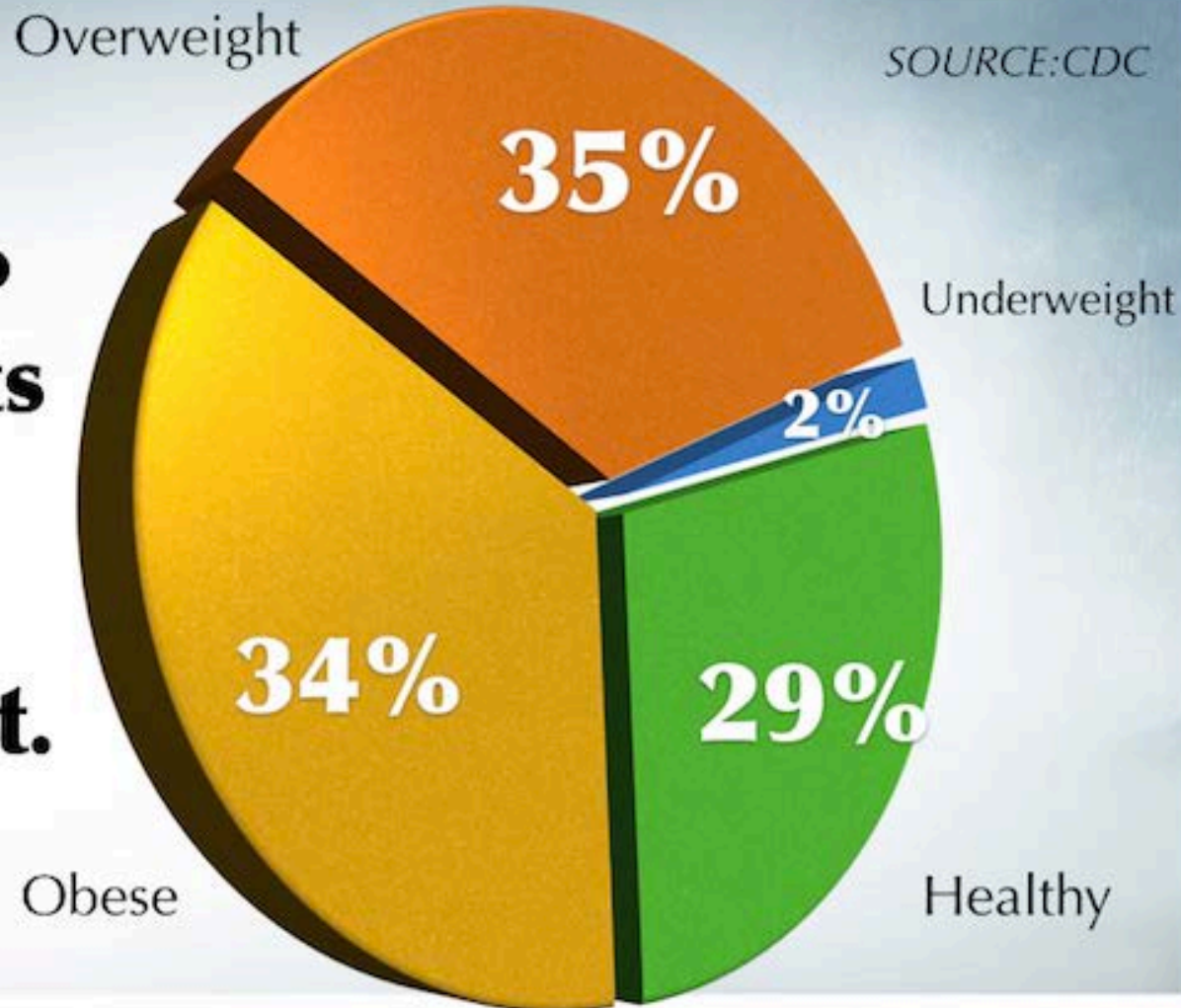
205 pounds  
BMI 35

Severely Obese  
(BMI 40+)



234 pounds  
BMI 40

**Only 29%  
of US adults  
have a  
healthy  
bodyweight.**



whyexercise.com





**CHOCOLATE COMES  
FROM COCOA,  
WHICH IS A TREE.  
THAT MAKES IT A PLANT.  
CHOCOLATE IS SALAD.**



# Top Diets

## US News and Report 2017

DASH Diet has been rated Best Diet 7 years in a row

2<sup>nd</sup> Mediterranean Diet

3<sup>rd</sup> MIND Diet

4 way tie for 4<sup>th</sup>

Flexitarian Diet

Mayo Clinic Diet

TLC Diet

Weight Watchers

Other notable Diets:

Dukan Diet

Packard Weight Health Plan

# Top Diets -US News and Report 2017

DASH DIET- "Dietary Approaches to Stop Hypertension"  
The aim: Preventing and lowering high blood pressure.

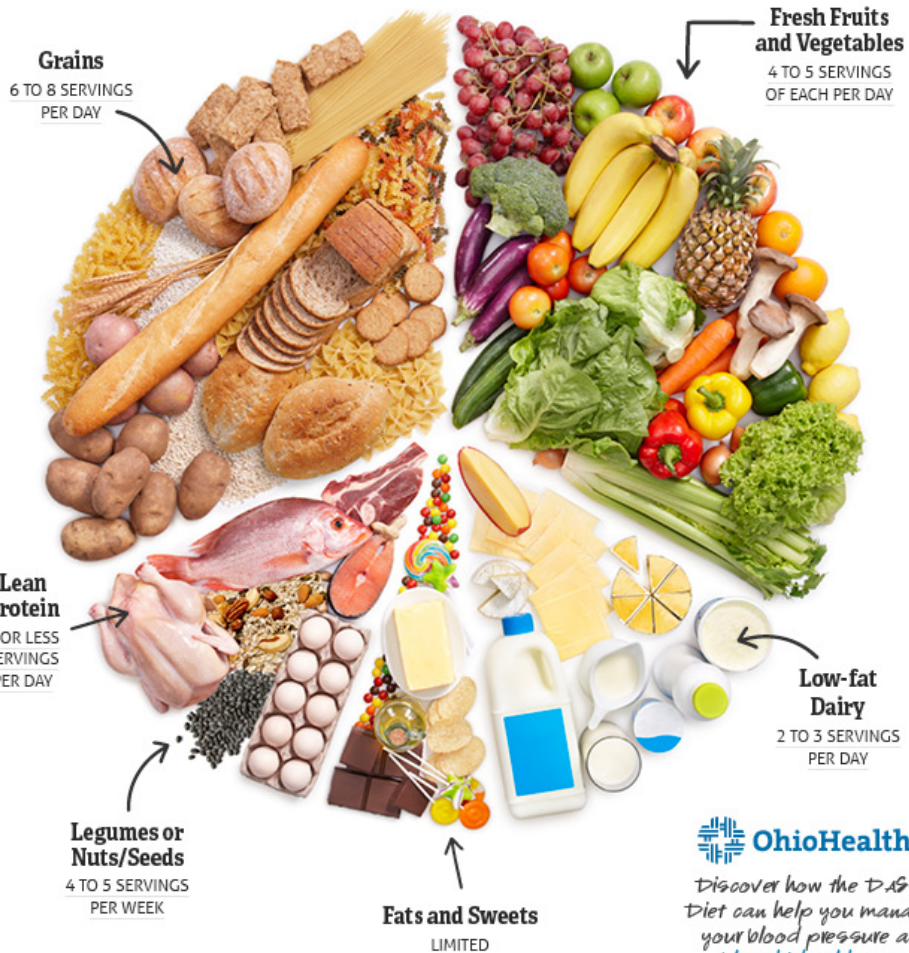
The claim: A healthy eating pattern is key to deflating high blood pressure - and it may not hurt your waistline, either.

The theory: Nutrients like potassium, calcium, protein and fiber are crucial to fending off or fighting high blood pressure. You don't have to track each one, though. Just emphasize the foods you've always been told to eat (fruits, veggies, whole grains, lean protein and low-fat dairy), while shunning those we've grown to love (calorie- and fat-laden sweets and red meat). Top it all off by cutting back on salt, and voila!



# The DASH Diet for Healthy Blood Pressure

Follow these DASH (Dietary Approaches to Stop Hypertension) guidelines for a healthier, more balanced diet



Discover how the DASH Diet can help you manage your blood pressure at [blog.ohiohealth.com](http://blog.ohiohealth.com)

# DASH diet

**6-8**  
servings per day  
of whole grains

**4-5**  
servings per day  
of vegetables

**4-5**  
servings per day  
of fruits

**2-3**  
servings per day of  
fat-free or low-fat dairy

**4-5**  
servings per week of  
nuts, seeds, legumes

**Less than 6**  
servings per day of  
lean meat, poultry, fish

**Less than 5**  
servings per week  
of sweets

**2-3**  
servings per day  
of fats and oils



Source: National Heart, Lung and Blood Institute

The DASH diet (Dietary Approaches to Stop Hypertension) has been shown to help lower blood pressure and prevent heart disease, stroke, diabetes and even some forms of cancer. It focuses on eating more fresh fruits and vegetables.

This is a guide to how much of each food group you should eat every day, based on eating 2,000 calories per day.

**UK HealthCare**  
Gill Heart Institute

# 2<sup>nd</sup> Top Diet -US News and Report 2017

## Mediterranean Diet

The aim: Reducing heart disease, diabetes and cancer.

The theory: It's generally accepted that the folks in countries bordering the Mediterranean Sea live longer and suffer less than most Americans from cancer and cardiovascular ailments. The not-so-surprising secret is an active lifestyle, weight control, and a diet low in red meat, sugar and saturated fat and high in produce, nuts and other healthful foods.

# 2<sup>nd</sup> Top Diet -US News and Report 2017

## Mediterranean Diet

Among individuals aged 70 to 90 years, adherence to a Mediterranean diet and healthful lifestyle is associated with a more than 50% lower rate of all-causes and cause-specific mortality.

*JAMA*. 2004;292(12):1433-1439

# Mediterranean Diet





# Mediterranean Diet Pyramid\*

\* Adapted from Consumer Reports, Nov94

Red meat - a few times per month in very small amounts

Sweets

Eggs

Poultry

A few times per week

Fish

Daily

Cheese and yogurt

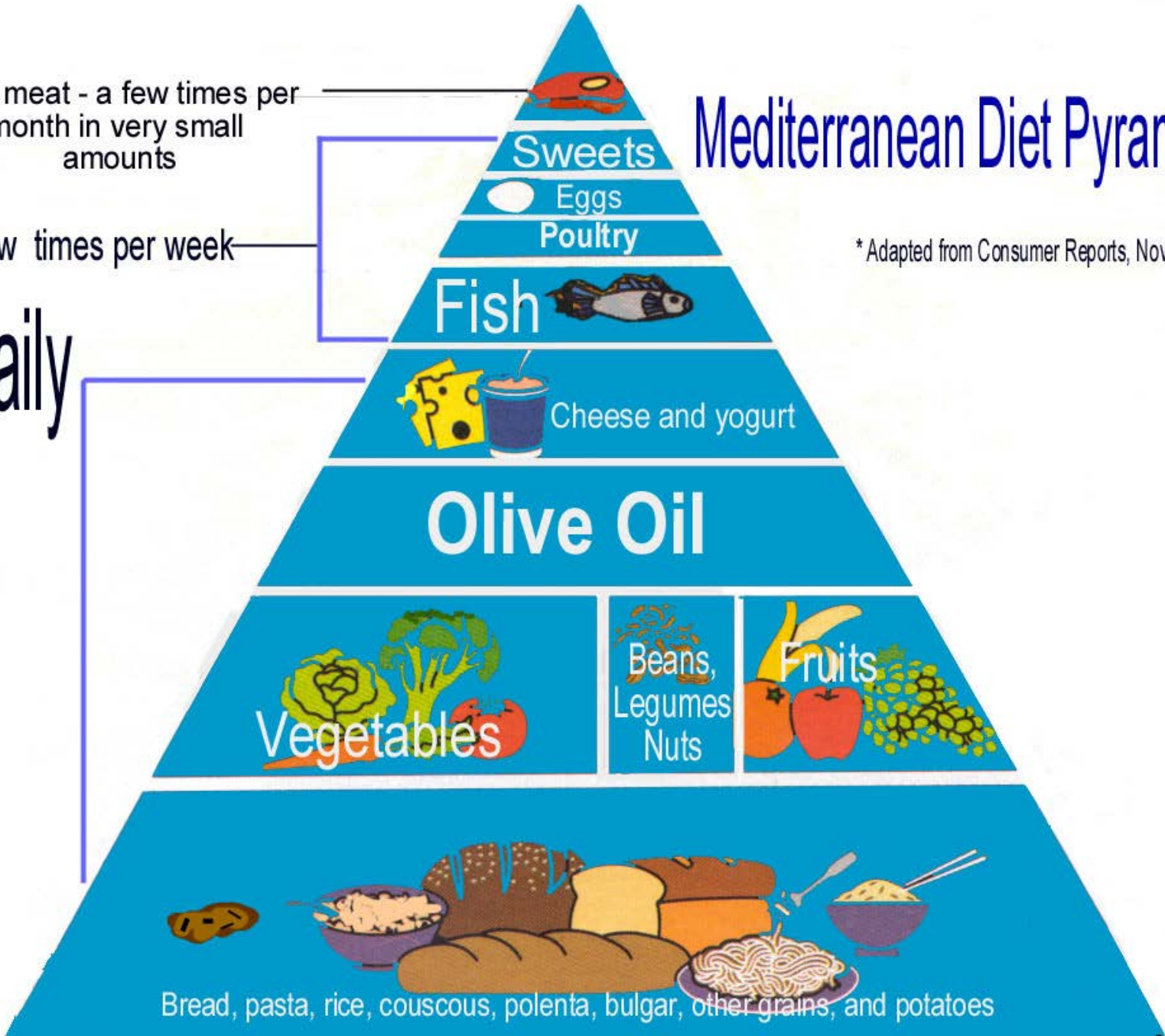
Olive Oil

Vegetables

Beans,  
Legumes  
Nuts

Fruits

Bread, pasta, rice, couscous, polenta, bulgar, other grains, and potatoes



DON'T FORGET,  
YOU ARE WHAT  
YOU EAT.

I NEED TO  
EAT A  
SKINNY  
PERSON.



brins.

# 3rd Top Diet -US News and Report 2017

## MIND DIET

Mediterranean-DASH Intervention for Neurodegenerative Delay

The aim: Preventing and lowering high blood pressure.

The claim: You may lower your risk of mental decline with this new hybrid of two balanced, heart-healthy diets - even without rigidly sticking to it - or so early research suggests.

The theory: The MIND diet takes two proven diets - DASH and Mediterranean - and zeroes in on the foods in each that specifically affect brain health.

# 3<sup>rd</sup> Top Diet -US News and Report 2017

MIND DIET- Mediterranean-DASH Intervention for Neurodegenerative Delay

The emphasis is on eating from 10 brain-healthy food groups: green leafy vegetables in particular, all other vegetables, nuts, berries, beans, whole grains, fish, poultry, olive oil and wine. Meanwhile, MIND adherents avoid foods from the five unhealthy groups: red meats, butter and stick margarine, cheeses, pastries and sweets, and fried or fast food.

# 3<sup>rd</sup> Top Diet -US News and Report 2017

## MIND DIET

Developed by Martha Clare Morris, a nutritional epidemiologist at Rush University Medical Center, first published online February 2015. Food intake of 923 Chicago-area seniors was followed for over four and a half years and 144 participants developed Alzheimer's disease. The longer people had followed the MIND diet patterns, the less risk they appeared to have. Even people who made "modest" changes to their diets - who wouldn't have fit the criteria for DASH or Mediterranean - had less risk of developing Alzheimer's.

The study found the MIND diet lowered Alzheimer's risk by about 35 percent for people who followed it moderately well and up to 53 percent for those who adhered to it rigorously.



# Meet The 'MIND' Diet

(It Slashes Alzheimer's Risk By 35%)

The Mediterranean-DASH Intervention for Neurodegenerative Delay (MIND) Diet is proof that noshing your way to brain benefits doesn't have to involve following a strict regimen.



At least three servings of whole grains a day



A salad and one other vegetable a day



A glass of wine a day



A serving of nuts a day



Beans every other day



Poultry and berries at least twice a week



Fish at least once a week



Limit unhealthy-brain foods, especially butter (less than one tablespoon a day), cheese, and fast or fried food

Source: Rush University Medical Center  
Alzheimer's & Dementia: The Journal of the Alzheimer's Association

YAHOO! HEALTH

# WHAT'S ON THE MIND DIET?



AT LEAST THREE SERVINGS OF WHOLE GRAINS EACH DAY

AT LEAST ONE DARK GREEN SALAD AND ONE OTHER VEGETABLE EACH DAY



BERRIES AT LEAST TWICE A WEEK



AT LEAST A ONE-OUNCE SERVING OF NUTS EACH DAY



BEANS OR LEGUMES AT LEAST EVERY OTHER DAY

POULTRY AT LEAST TWICE A WEEK



FISH AT LEAST ONCE A WEEK

*If you don't drink alcohol, purple grape juice provides many of the same benefits.*

A FIVE-OUNCE GLASS OF RED WINE EACH DAY



NO MORE THAN ONE TABLESPOON A DAY OF BUTTER OR MARGARINE; CHOOSE OLIVE OIL INSTEAD



CHEESE, FRIED FOOD AND FAST FOOD NO MORE THAN ONCE A WEEK

PASTRIES AND SWEETS LESS THAN FIVE TIMES A WEEK



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www.glasbergen.com



**“On this diet, you can eat all the steak you want, but a slice of bread will kill you. On this other diet, you can eat all the bread you want, but a steak will kill you.”**

# 4<sup>th</sup> Top Diets -US News and Report 2017

Flexitarian Diet: Be a Vegetarian most of the time, soy and legumes are your new meat.

Mayo Clinic Diet: Emphasizes fruits, veggies and whole grains. In general, these foods have low energy density, so you fill up on less calories.

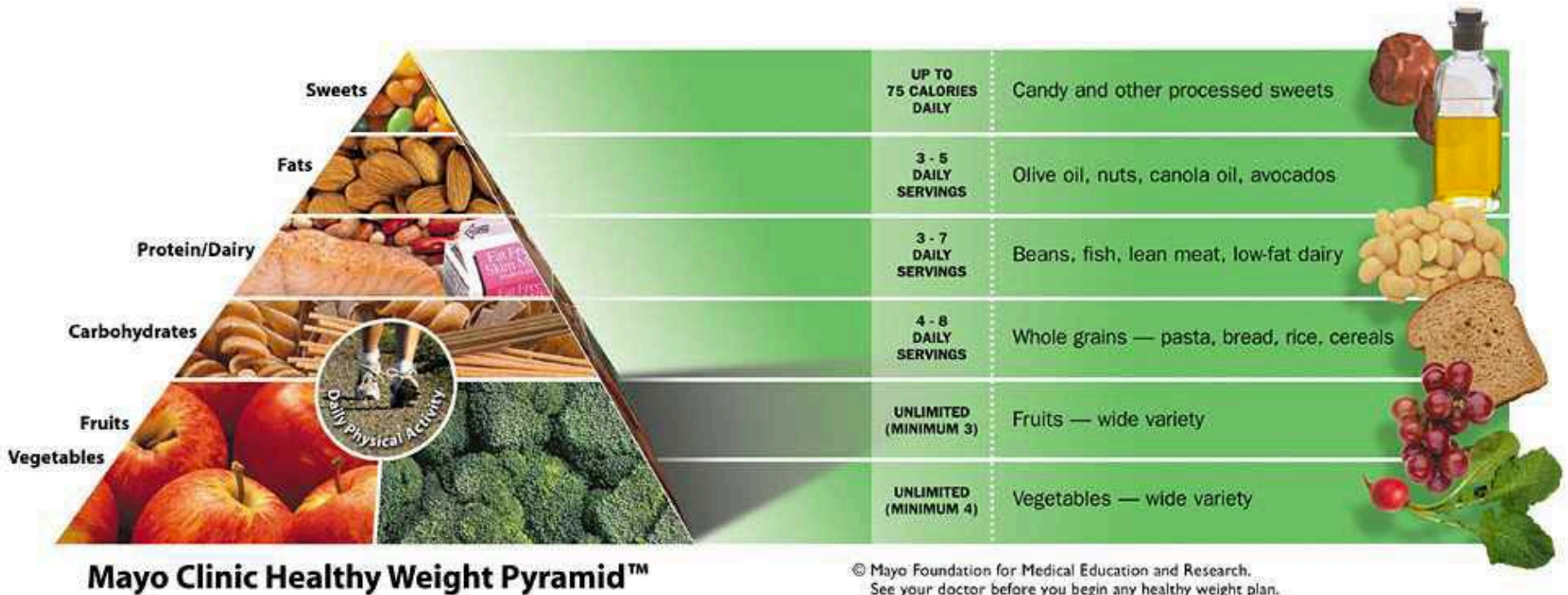
TLC Diet (Therapeutic Lifestyles Diet): Reduce sharply saturated fat intake and strictly limit daily dietary cholesterol intake and eat more fiber.

Weight Watchers: SmartPoints values of food, with in person meetings, phone and online support.



# 4<sup>th</sup> Top Diet -US News and Report 2017

## Mayo Clinic Diet



# Other Suggested Diets

Dukan Diet:

Dr Pierre Dukan

Low carb, non processed foods

Initially stringent with later allowances

Packard Weight Health Plan

Dr. Andrew Packard

Low carb and portion control

Avoid getting too hungry with good fat snacks



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**“You have many weight-loss options:  
gastric bypass, donut shop bypass,  
pizza parlor bypass, buffet bypass...”**

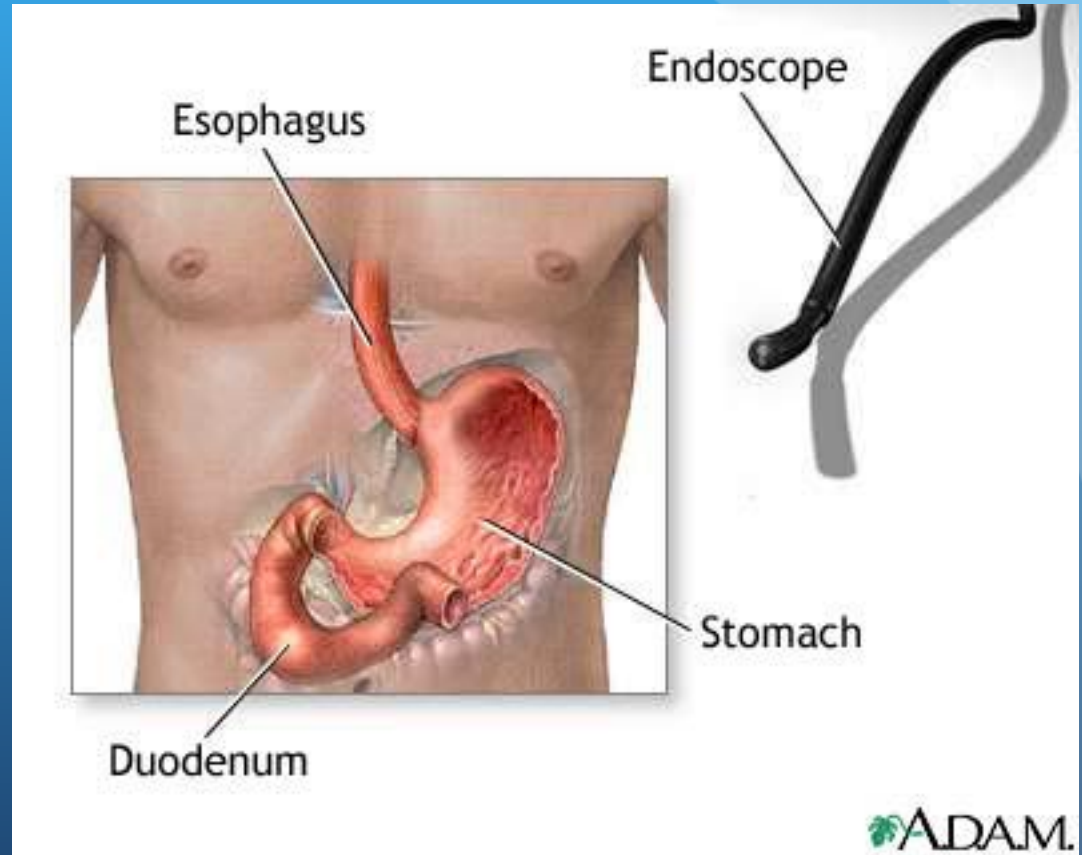
# Surgical treatment of Obesity

- ◆ The Roux-en-Y Gastric Bypass
- ◆ Laparoscopic Sleeve Gastrectomy (LSG)
- ◆ Adjustable Gastric Band (AGB)
- ◆ Biliopancreatic diversion with Duodenal switch (BPD/DS)
- ◆ Liposuction
- ◆ External lipoid dissolution



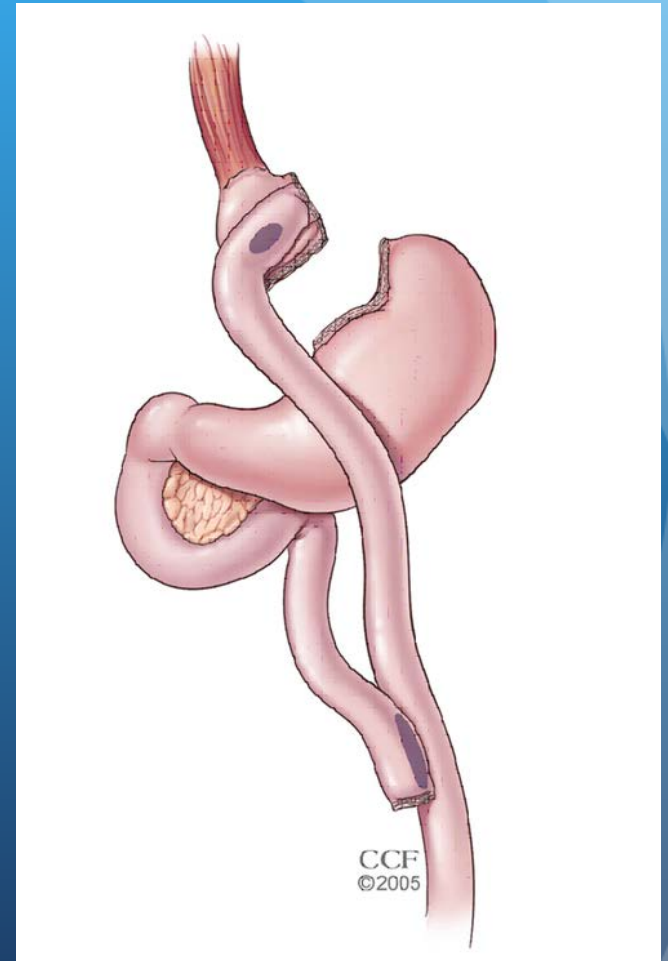
# Surgical treatment of Obesity

Normal anatomy of the esophagus, stomach and duodenum



# Surgical treatment of Obesity

The Roux-en-Y Gastric Bypass - often called gastric bypass - is considered the 'gold standard' of weight loss surgery.





# Surgical treatment of Obesity

## Roux-en-Y or Gastric Bypass

### Advantages

Produces significant long-term weight loss (60 to 80 percent excess weight loss)

Restricts the amount of food that can be consumed

May lead to conditions that increase energy expenditure

Produces favorable changes in gut hormones that reduce appetite and enhance satiety

Typical maintenance of >50% excess weight loss

# Surgical treatment of Obesity

## Roux-en-Y or Gastric Bypass

### Disadvantages

Is technically a more complex operation than the banding or sleeve procedures and potentially could result in greater complication rates

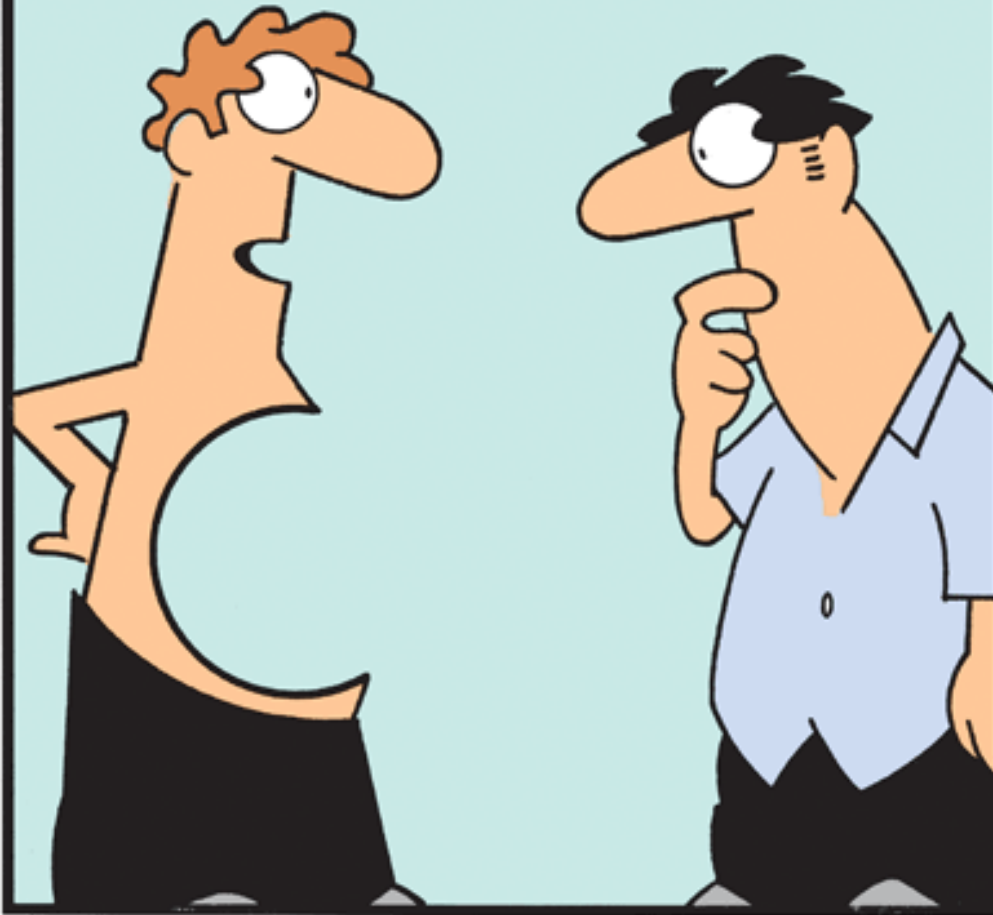
Can lead to long-term vitamin/mineral deficiencies -particularly deficits in vitamin B12, iron, calcium, and folate

Generally has a longer hospital stay than the banding

Requires adherence to dietary recommendations, life-long vitamin/mineral supplementation, and follow-up compliance

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**“Belly button enlargement is a popular alternative to other types of weight loss surgery.”**

# Surgical treatment of Obesity

## Laparoscopic Sleeve Gastrectomy

### LSG

The Laparoscopic Sleeve Gastrectomy - often called the sleeve - is performed by removing approximately 80 percent of the stomach. The remaining stomach is a tubular pouch that resembles a banana.



# Surgical treatment of Obesity

## Laparoscopic Sleeve Gastrectomy

### Advantages

Restricts the amount of food the stomach can hold

Induces rapid and significant weight loss that comparative studies find similar to that of the Roux-en-Y gastric bypass. Weight loss of >50% for 3-5+ year data, and weight loss comparable to that of the bypass with maintenance of >50%

Requires no foreign objects (banding), and no bypass or re-routing of the food stream (RYGB)

Involves a relatively short hospital stay of approximately 2 days  
Causes favorable changes in gut hormones that suppress hunger, reduce appetite and improve satiety



# Surgical treatment of Obesity

## Laparoscopic Sleeve Gastrectomy

### Disadvantages

Is a non-reversible procedure

Has the potential for long-term vitamin deficiencies

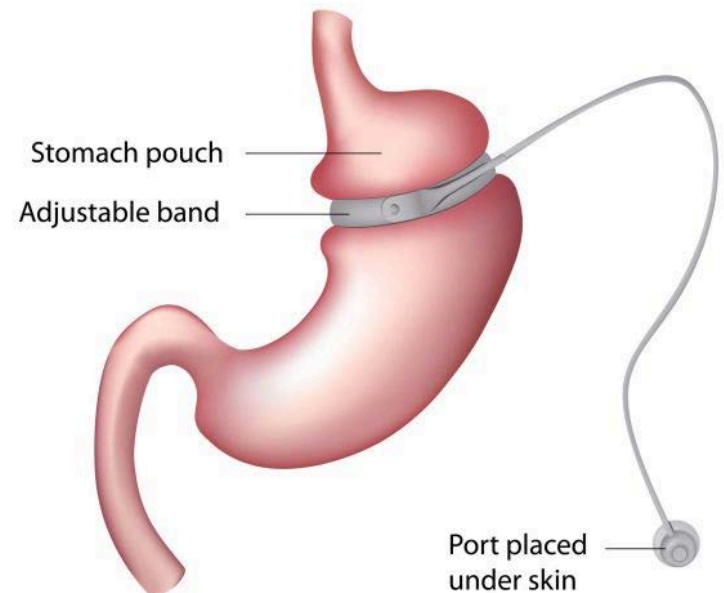
Has a higher early complication rate than banding

# Surgical treatment of Obesity

## Adjustable Gastric Band (AGB)

The Adjustable Gastric Band - often called the band - involves an inflatable band that is placed around the upper portion of the stomach, creating a small stomach pouch above the band, and the rest of the stomach below the band.

## Adjustable Gastric Band (Lap Band)



# Surgical treatment of Obesity

## Adjustable Gastric Band (AGB)

### Advantages

Reduces the amount of food the stomach can hold

Induces excess weight loss of approximately 40 - 50 percent  
Involves no cutting of the stomach or rerouting of the intestines

Requires a shorter hospital stay, usually less than 24 hours, with some centers discharging the patient the same day as surgery

Is reversible and adjustable

Has the lowest rate of early postoperative complications and mortality among the approved bariatric procedures

Has the lowest risk for vitamin/mineral deficiencies

Sorry your unhealthy eating habits made your weight loss surgery pointless.



somee cards  
user card

# Surgical treatment of Obesity

## Adjustable Gastric Band (AGB)

### Disdvantages

- Slower and less early weight loss than other surgical procedures
- Greater percentage of patients failing to lose at least 50 percent of excess body weight compared to the other surgeries commonly performed
- Requires a foreign device to remain in the body
- Can result in possible band slippage or band erosion into the stomach in a small percentage of patients
- Can have mechanical problems with the band, tube or port in a small percentage of patients
- Can result in dilation of the esophagus if the patient overeats
- Requires strict adherence to the postoperative diet and to postoperative follow-up visits
  
- Highest rate of re-operation



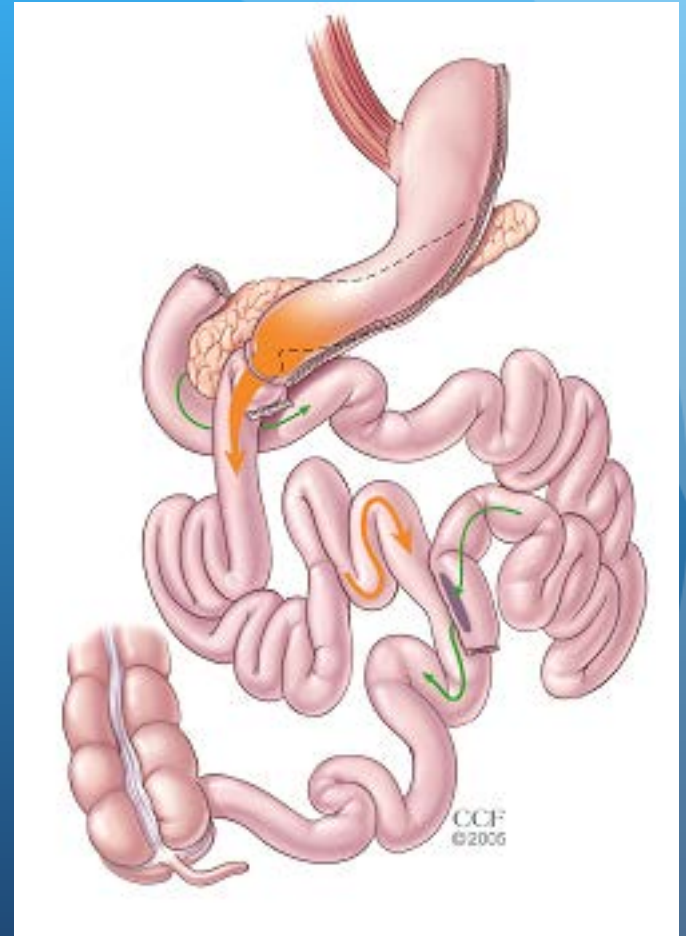
# Surgical treatment of Obesity

## ◆ Biliopancreatic diversion with Duodenal switch (BPD/DS)

The Biliopancreatic Diversion with Duodenal Switch- is a procedure with two components.

First, a smaller, tubular stomach pouch is created by removing a portion of the stomach, very similar to the sleeve gastrectomy.

Next, a large portion of the small intestine is bypassed.



# Surgical treatment of Obesity

## ◆ Biliopancreatic diversion with Duodenal switch (BPD/DS)

### Advantages

Results in greater weight loss than RYGB, sleeve, or banding, i.e. 60 - 70% percent excess weight loss or greater, at 5 year follow up

Allows patients to eventually eat near "normal" meals

Reduces the absorption of fat by 70 percent or more

Causes favorable changes in gut hormones to reduce appetite and improve satiety

Is the most effective against diabetes compared to RYGB, sleeve, and band

# Surgical treatment of Obesity

## ◆ Biliopancreatic diversion with Duodenal switch (BPD/DS)

### Disadvantages

Has higher complication rates and risk for mortality than the AGB, LSG, and RYGB

Requires a longer hospital stay than the AGB or LSG

Has a greater potential to cause protein deficiencies and long-term deficiencies in a number of vitamin and minerals, i.e. iron, calcium, zinc, fat-soluble vitamins such as vitamin D

Compliance with follow-up visits and care and strict adherence to dietary and vitamin supplementation guidelines are critical to avoiding serious complications from protein and certain vitamin deficiencies

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**“I’m recommending weight loss surgery.  
After you remove a couple of potato  
chips, sew the bag shut.”**

# Liposuction





# Liposuction

More than 300,000 procedures are carried out in the United States each year with costs ranging from roughly \$2,000-\$3,500.

## ADVANTAGES:

This is a cosmetic procedure for subtle changes, attention to problem areas.

Quick procedure

Rapid loss- once the swelling is resolved in 4 weeks.

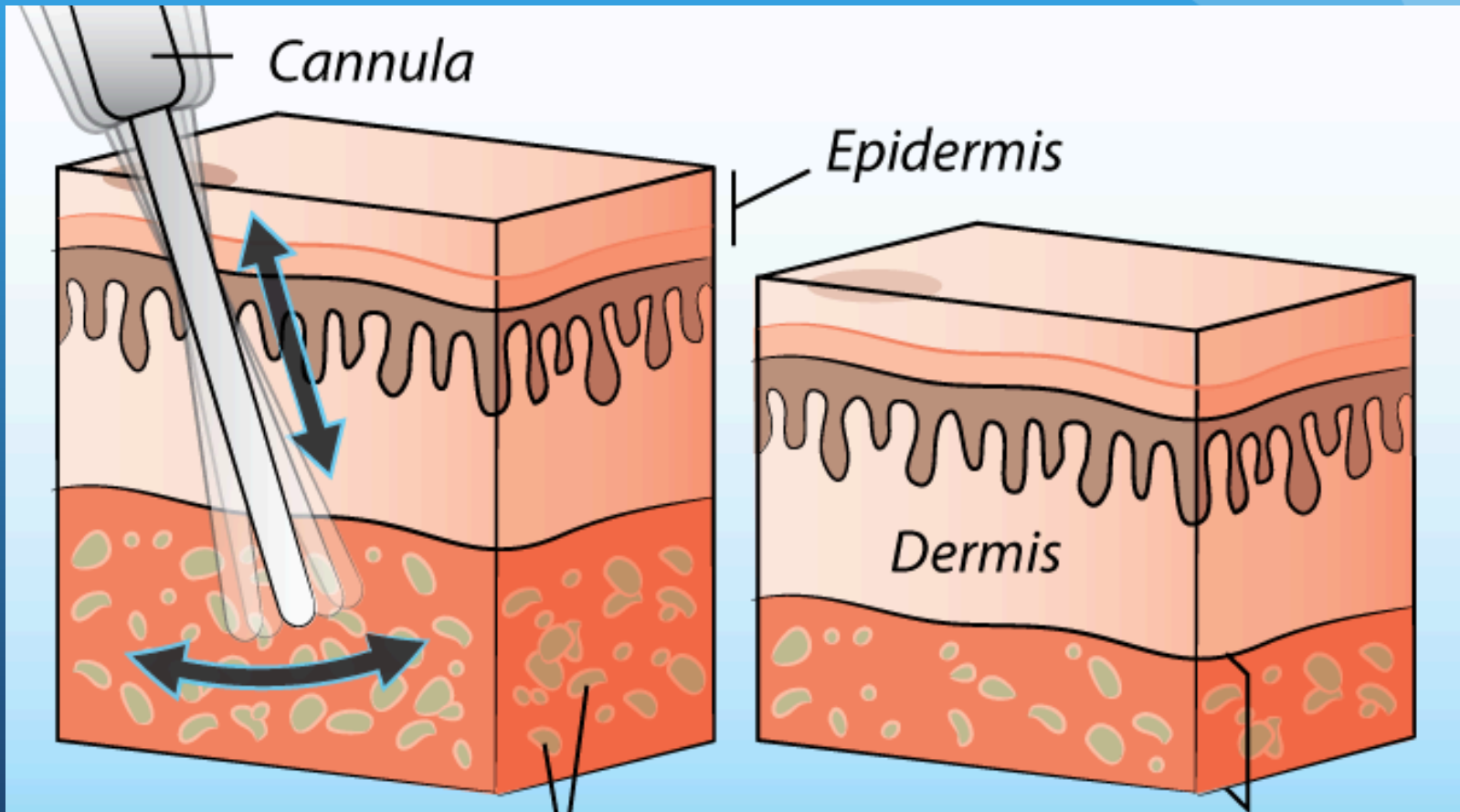
## DISADVANTAGES:

Not for major weight reduction.

It can result in numbness, scarring, dimpling and has potential serious risks with the surgery itself- fat emboli and others.

It is only for healthy people, not those with heart disease or diabetes.

# Liposuction



# Liposuction



# Liposuction - Techniques

<u>Wet Lipo</u>	<u>Laser Lipo</u>	<u>Ultrasonic</u>	<u>PALS</u>	<u>RFAL</u>	<u>Dry Lipo</u>
Super Wet Lipo	SmartLipo	VASER Lipo	Tickle lipo	BodyTite	X
Body Jet	SlimLipo	VaserSmooth	SAFELipo		
Tumescent Lipo	CoolLipo				
Hydrasolve	ProLipo				
AquaLipo	LipoTherme LipoControl LipoLite Cellulaze CelluSmooth				

# Liposuction Alternatives/External

Exposure to cold (cryolipolysis)

Sound waves (high-intensity focused ultrasound)

Light waves (low-level laser)

Radio waves (radiofrequency)

Liposuction alternatives are not intended for people who are obese, but rather for people who are normal weight and generally fit but still have some specific areas of fat that diet and exercise haven't eliminated.

# Weight Loss PILLS





These aren't Weight Watchers diet pills. You've been reading them upside down.



# Medications for Weight Loss

## Common "Diet Pills" or Weight Loss Drugs

Brand Name	Generic Name	Controlled Substance?
Adipex-P Appetite suppressant; anorectic	Phentermine	Yes, DEA schedule IV
Bontril PDM, Bontril SR Appetite suppressant; anorectic	Phendimetrazine	Yes, DEA schedule III
Desoxyn Appetite suppressant; use cautiously due to high potential for abuse/diversion.	Methamphetamine	Yes, DEA schedule II
Didrex Appetite suppressant; anorectic	Benzphetamine	Yes, DEA schedule III
Diethylpropion Appetite suppressant; anorectic	Diethylpropion	Yes, DEA schedule IV

# Medications for Weight Loss

## Common "Diet Pills" or Weight Loss Drugs

Brand Name	Generic Name	Controlled Substance?
Meridia Anorectic; withdrawn from US market in 2010 due to increased heart risk.	Sibutramin	Yes, DEA Schedule IV-now off market
Qsymia Combination appetite suppressant-anorectic; topiramate action unknown	Phentermine and topiramate ER capsules.	Yes, DEA schedule IV
Suprenza Appetite suppressant; anorectic	Phentermine	Yes, DEA schedule IV
Xenical- RX Alli - OTC Lipase inhibitor; Xenical is a higher dose than Alli; Both inhibits fat absorption in the intestine	Orlistat	No

# Medications for Weight Loss

## Common "Diet Pills" or Weight Loss Drugs

Brand Name	Generic Name	Controlled Substance?
Belviq, Belviq XR	Lorcaserin	Yes, DEA schedule IV
Selective serotonin 2C receptor agonist; promotes a feeling of fullness or satiety		
Contrave	Bupropion hydrochloride-naltrexone hydrochloride	No
Increases metabolism, suppresses appetite, affects central reward center (Proposed mechanism- unknown)		
Saxenda	Liraglutide	No
GLP-1 - may regulate areas of brain involved in appetite (proposed mechanism) Also delays gastric emptying. (Proposed mechanism- unknown)		
Topamax	Topiramate regular or ER capsules.	No- NOT FDA APPROVED
Exact action of topiramate on weight loss is not known,		
Jardiance, Farxiga, Invokanna	SGL2	No- NOT FDA APPROVED

# Medications for Weight Loss

## How Effective Are Weight Loss Drugs?

Weight loss drugs may not work for everyone. It is usually recommended that one to two pounds of weight can be safely lost per week.

Weight loss drugs typically result in a 5 to 10 percent weight loss over a 12-month period when used as part of a diet and exercise plan.

For a patient weighing 200 pounds, this would translate into losing about 10 to 20 pounds over one year, which would fall within the safe guidelines for weight loss. While this amount of weight loss seems small, it may be enough to help lower blood pressure or have a positive effect on blood sugar.



# Weight Loss FADS.



Throwing Out \$10,000 + of  
**WEIGHTLOSS FADS**



# Weight Loss FADS.

## **CRAZY WEIGHT-LOSS FADS OF HISTORY**

LORD BYRON'S ADVICE ON WEIGHT LOSS WAS TO DRINK VINEGAR DILUTED WITH A LITTLE WATER. THIS CONCOCTION MADE HIM VOMIT AND GAVE HIM THE RUNS, ALLOWING HIM TO PURGE AFTER EATING.



# Weight Loss FADS.

## CRAZY WEIGHT-LOSS FADS OF HISTORY

IN THE 1920S, WEIGHT LOSS BECAME AN INDUSTRY IN THE US. "REDUCING CREAMS" AND SOAPS THAT PROMISED TO MELT OFF POUNDS BECAME POPULAR. ONE PRODUCT, FLOAZONA, CLAIMED TO "WASH AWAY EXCESS FLESH THROUGH THE PORES."



UNFORTUNATELY, OR PERHAPS FORTUNATELY, IT DIDN'T WORK.



# Weight Loss FADS.



## A slimmer you ...begins with your next bath.

At last, the secrets of Europe's most exclusive beauty spas are yours. Slimmers Glove System beautifies your skin...reduce hard-to-lose fatty deposits clinging to your waistline, hips and thighs...and do it simply, beginning with your next bath.

### It Fights Cellulite—Those Fatty Deposits That Cling Relentlessly To Your Waist, Hips And Thighs.

For the first time in America, an exciting, totally effective—yet—inexpensive home figure and skin plan. Conceived in Paris for Europe's most beautiful women, the Slimmers Glove System helps you fight those hard-to-lose fatty bulges that cling to your waistline, hips and thighs making you look older — no matter how hard you diet.

### The Luxurious, Parisian Way To Slim, Creating A Flab-Free Figure.

Now you can pamper yourself with this total Parisian Home Beauty plan designed to help restore and revitalize your skin...fashion a slimmer, firmer, figure...make you look and feel years younger. And it all begins with your next bath.



*Slimmers Glove System helps reduce those fatty deposits that run circles around your waistline.*

### It's Unique — Works Like A European Beauty Spa To Do Fantastic Things To Your Skin And Figure.

It's your own European Home Beauty Spa. No ordinary plan. It's medically safe and based on authentic health fitness research. It does away with exercise gadgets, oral treatments and corrective make-up techniques. In fact, leading authorities (such as Bazaar and Queen magazines) have singled out parts of this plan as most effective in slimming and reshaping your figure. Why? It attacks those almost impossible-to-lose dimples of fat—fat deposits—that cling tenaciously to dimple thighs...to ripple waistlines and hips...to give you an aging look. It also helps restore sensuous 'baby' softness to thirsty aging skin.

### A Beauty Treatment For Your Skin, A Body Treatment For Your Figure — All-In-One.

At long last, you get a beauty treatment for your skin, a body treatment for your figure—all-in-one! Our plan is so revolutionary—it's proven, it works fast, revitalizing your skin and body — that we guarantee you will "See and feel results beginning with your first SLIMMERS GLOVE SYSTEM TREATMENT, or we will refund your money."

### It's All Here — To Create That Fresher, Slimmer You!

1. The Slimmers Glove MIT: Patented, with two different sides. Part massager, part buffer. One side massages, refreshes, revitalizes every inch of your skin. The other side whisks away dead surface cells polishing the skin to a silky softness. It gives you a totally relaxed feeling all over.
2. Slimmers Glove Gel Concentrate: A luxurious concentrate that lathers richly to lubricate the massage action of the mit, foaming away dryness. It leaves you (and your bath water) soft and

creamy, not oily. It's a bit like sitting in a bottle of moisture balm.



*Slimmers Glove System helps remove flabby trouble spots around thighs and hips.*

3. Slimmers Glove Creme: It penetrates bath-awakened pores, saturating trouble spots with skin-smoothing emollients. Used after bath or shower, it leaves you and your skin supple and smooth...seeming to suspend time, marvellously.
4. Slimmers Glove Figure Guide: Shows you how to do fantastic things to your skin and figure. It points out what to eat, how to massage and exercise properly to create a flab-free, supple figure—and keep it that way. It's your guide to radiant skin and figure beauty.

COMPLETE KIT SELLS FOR ONLY \$9.95. YOU HAVE NOTHING TO LOSE BUT INCHES AND POUNDS. SEND FOR YOUR SLIMMERS KIT NOW!

IT'S NEW...  
REVOLUTIONARY...  
GUARANTEED!



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LOSE POUNDS...  
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WOODLAND HILLS, CA. 91364

### Satisfaction Guaranteed

YES! I want to discover what the 'Slimmers Glove System' can do for me, starting with my next bath. If I am not satisfied, I will return it after my first beauty treatment for my \$9.95 refund.

I enclose  Check  Cash or  Money order for \$9.95 plus \$1.00 to cover shipping and handling for each Slimmers Glove System. (No C.O.D. please). California residents add 6% sales tax. Please allow 3 to 4 weeks delivery.

My name is .....  
Address.....  
City.....  
State..... Zip.....

# The Thighmaster





Helps firm and tone most body areas:



## Invigorating Body Massager Helps Relax and Trim Muscles

**149<sup>99</sup>** or \$7 monthly—  
see page 585 for  
full credit terms

**1** VITA MASTER® VARIABLE-SPEED ROLLER MASSAGER. Free-turning, lacquered hardwood knobby rollers massage and help tone all muscle areas. You get deeper massage as you apply pressure. Get kneading effect on tummy, back, arms, hips, thighs, calves—even feet. Has ¼-HP motor. Speed control knob. 8' power cord. 120V, AC. UL listed. Enamel-finished wood sides. Steel frame. Measures 24½"x15"x25" h. Not available: see page 574.

A 911-1519 A—Shpg. wt. 85 lbs. . . . . 149.99

Vita Master® Single-Speed Roller Massager. Similar to [1], but one speed only. Not available: see page 574.

A 911-1782 A—Shpg. wt. 76 lbs. . . . . 139.99



# Weight Loss FADS.

## Reduce Your Flesh

in spots—

Arms, Legs, Bust  
Double Chin, etc.

**I**N fact, the entire body, or any part, can be reduced without dieting by dissolving the fat through perspiration produced by wearing my garments.

Anklets, for reducing and shaping the ankles. *Send ankle measurement.*  
Per pair \$7.00  
Extrahigh . 9.00



Brassiere—to reduce bust and diaphragm . . . \$7.00  
Neck and Chin Reducer 3.50  
Double Chin Reducer . 2.50

*Send for Illustrated Booklet*

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**RUBBER GARMENTS**  
389 Fifth Avenue, New York City  
Office entrance near 36th St., Suite 605

Reducing Specialist Says:  
**LOSE WEIGHT**

Where  
It  
Shows  
Most

# REDUCE

MOST ANY  
PART OF  
THE  
BODY WITH

U.S. UNDERWRITERS  
LABORATORY  
APPROVED

## Spot Reducer

Relaxing • Soothing  
Penetrating Massage



**ELECTRIC  
Spot  
Reducer**



FOR GREATEST BENEFIT IN REDUCING by massage use SPOT REDUCER with or without electricity—Also send an aid in the relief of pain for which massage is indicated.

### TAKE OFF EXCESS WEIGHT!

**Don't Stay FAT—You Can Lose POUNDS and INCHES SAFELY**

Without Risking  
HEALTH

**L**IKE a magic wand, the "Spot Reducer" obeys your every wish. Most any part of your body where it is loose and flabby, wherever you have extra weight and inches, the "Spot Reducer" can aid you in acquiring a youthful, slender and graceful figure. The beauty of this scientifically designed Reducer is that the method is so simple and easy, the results quick, sure and harmless. No exercises or strict diets. No steambaths, drugs or laxatives.

With the SPOT REDUCER you can now enjoy the benefits of RELAXING, SOOTHING massage in the privacy of your own home! Slide its streamlined plug-in, snap-handle cord apply over most any part of the body—stomach, hips, chest, neck, thighs, arms, buttocks, etc. The relaxing, soothing massage breaks down FATTY ISSUES, tones muscles and flesh, and the increased arterial blood circulation carries away waste fat—helps you regain and keep a firmer and more GRACEFUL FIGURE!

**YOUR OWN PRIVATE MASSEUR AT HOME**

When you use the SPOT REDUCER, it's almost like having your own private masseur at home. It's fun reducing this way! It not only helps you reduce and keep slim—but also aids in the relief of those types of aches and pains—and tenderness that can be helped by massage! The SPOT REDUCER is handily made of light weight aluminum and rubber and costs a beautiful fraction you will be thankful you own. AC 110 volts. Underwritten Laboratory approved.

Take pounds off—keep slim and trim with SPOT REDUCER! Remarkable new invention which uses one of the most effective reducing methods employed by masseurs and Turkish baths—**MASSAGE!**

PLUG IN  
GRASP  
HANDLE  
AND  
APPLY

### TRY THE SPOT REDUCER 10 DAYS FREE IN YOUR OWN HOME!

Mail this coupon with only \$1 for your Spot Reducer on approval. Pay postman \$8.95 plus delivery—send \$9.95 (full price) and we ship postage prepaid. Use it for ten days in your own home. Then if not delighted return Spot Reducer for full purchase price refund. Don't delay! You have nothing to lose—except ugly, embarrassing, undesirable pounds of FAT. MAIL COUPON NOW!

ALSO USE IT FOR ACES AND PAINS

**LOSE WEIGHT  
OR NO CHARGE**



**CAN'T SLEEP:**

Relax with electric Spot Reducer. See how soothing its gentle massage can be. Helps you sleep when massage can be of benefit.



**MUSCULAR ACES:**

A handy helper for transient relief of discomforts that can be aided by gentle, relaxing massage.

**USED BY EXPERTS**

Thousands have lost weight this way—in hips, abdomen, legs, arms, neck, buttocks, etc. The same method used by stage, screen and radio personalities and leading reducing salons. The Spot Reducer can be used in your spare time, in the privacy of your own room.

**ORDER IT TODAY!**

**SENT ON APPROVAL—MAIL COUPON NOW!**

**BODY MASSAGER CO., Dept. B-402**

311 Market St., Newark, New Jersey

Please send me the Spot Reducer for 10 days trial period. I enclose \$1. Upon arrival I will pay postman only \$8.95 plus postage and handling. If not delighted I may return SPOT REDUCER within 10 days for prompt refund of full purchase price.  
 I enclose \$12.95. Send Deluxe Model.

Name.....

Address.....

City.....State.....

**SAVE POSTAGE**—check here if you enclose \$9.95 with coupon. We pay all postage and handling charges. Same money back guarantee applies.  I enclose \$12.95. Send Deluxe Model.  
 I enclose \$12.95 and \$1.00. I enclose with the SPOT REDUCER!





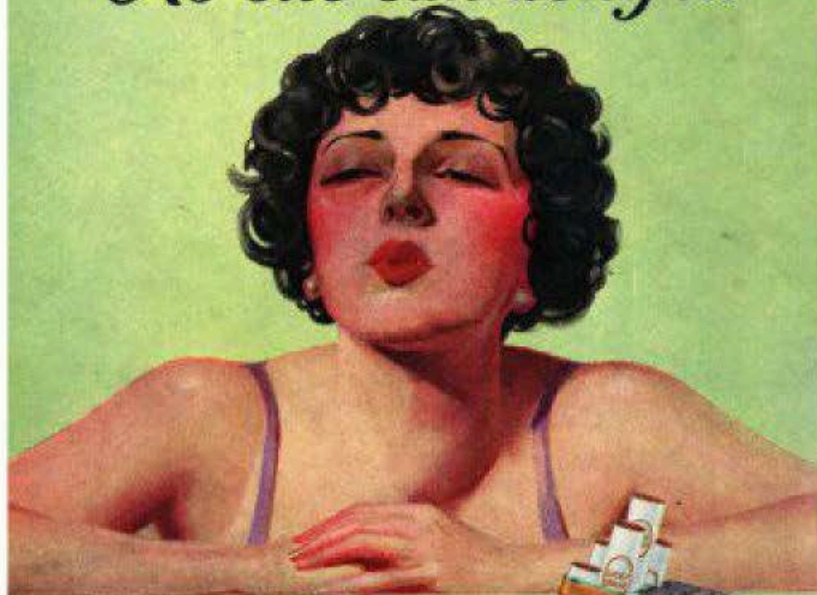
**SHAKE**  
WEIGHT

The  
**SHAKE**  
WEIGHT  
Commercial  
**DVD**





To keep a slender figure  
*No one can deny...*



Reach  
for a  
**LUCKY**  
instead of a  
sweet



**"It's toasted"**

No Throat Irritation - No Cough.

# Weight Loss FADS.



*Get rid of life-threatening*

# **FAT**

*Without exercise, dieting,  
or surgery!*

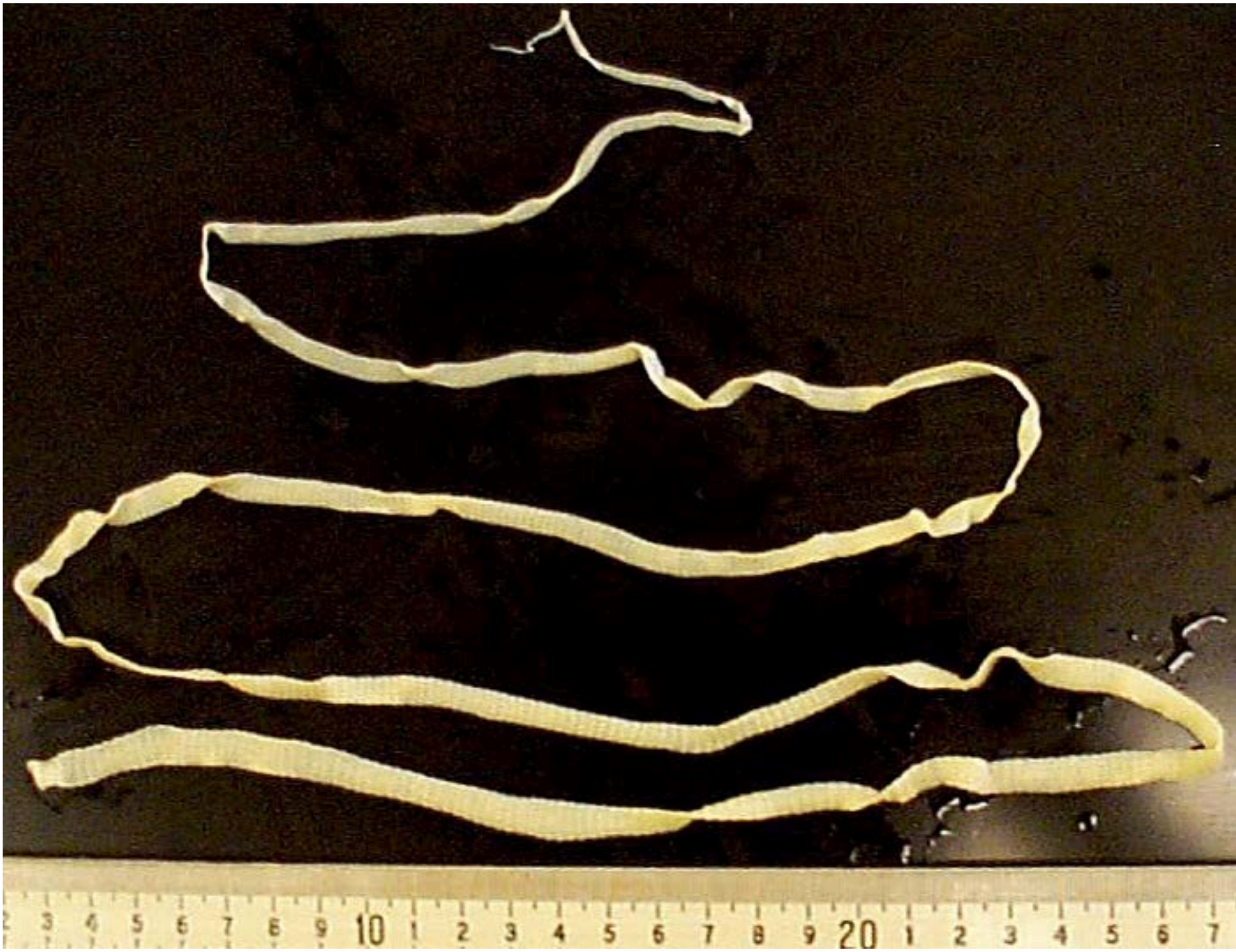
Thousands of men and women have already experienced the wonders of Mother Nature's body-shaper - *Diphyllobothrium latum* - AKA the common tapeworm. These friendly little creatures can reside harmlessly inside your body and consume your extra calories. That's right! No more worrying about your waistline! Stay thin with Dr. Kwak's!

**WIN THIS PEWTER BLEEDING BOWL! COMPLETE DETAILS IN EVERY CARTON OF DR. KWAK'S!**



K3D





# Weight Loss FADS.

1. Diets that focus on only a few foods or food groups (like the cabbage soup diet, grapefruit diet, strict vegan diets, raw food diets,
1. "Detox" diets (like Master Cleanse, the Hallelujah Diet, and The Martha's Vineyard Diet Detox). Extreme regimens calling for procedures like liver flushes, bodily cleanses, colonics, hormone injections, and more are highly suspect, experts say.
2. HCG Diet. Human Chorionic Gonadotropin and very low calorie (500 calories)



# Weight Loss FADS.

4. Apple Cider Vinegar Diet
5. Binge and Purge
6. Tape Worms
7. Relaxa-cisor
8. Walton Belt Vibrator
9. Thigh master
10. Gravity Boots
11. Abdomizer
12. Pole Dancing
13. Flex Belt
14. Shake Weight
15. Sauna Pants

**EVERY TIME I LOSE  
SOME WEIGHT I FIND  
IT AGAIN  
IN THE  
REFRIGERATOR.**



Before



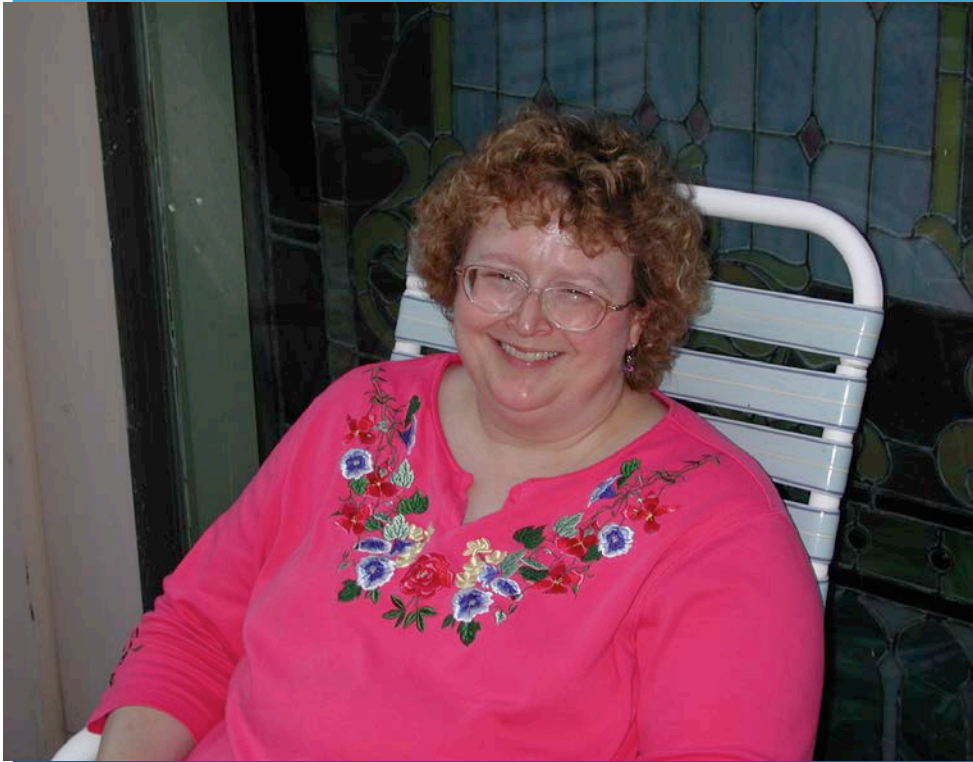
After

MD





Weight Control- Jay Rissover MD



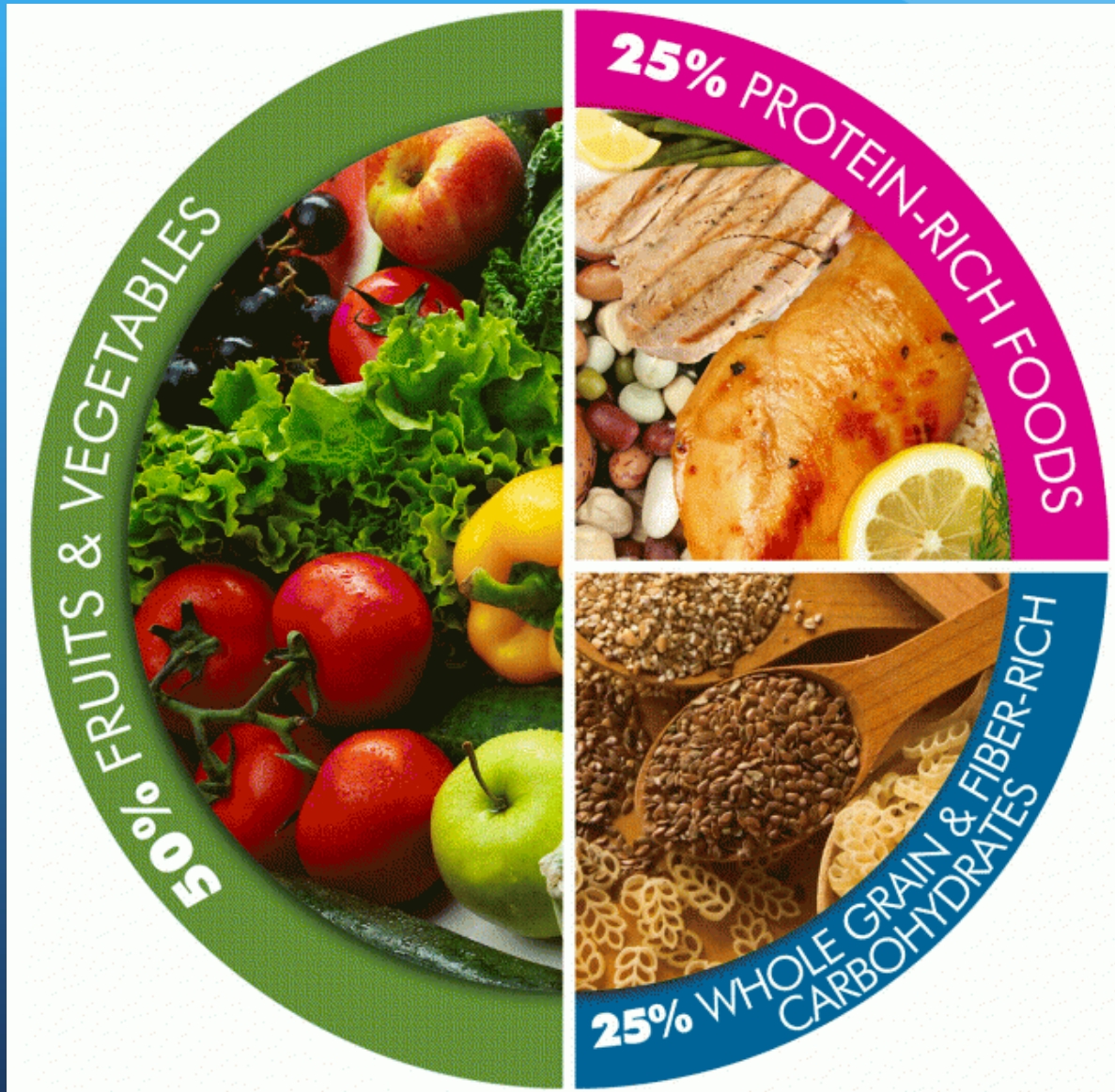




**Sustainable  
weight/fat loss is  
a complete  
lifestyle change,  
**NOT**  
a 12 week eating  
plan.**



# A Plan for Healthy Eating



CALORIES IN

CALORIES OUT



1800  
Calories

2300  
Calories

Calories in - Calories spent  
= Weight Loss/Gain

This equation is adjusted  
by your  
Metabolic rate.





**PATIENT: THE PROBLEM IS THAT  
OBESITY RUNS IN OUR FAMILY.**

**DOCTOR: No, THE PROBLEM IS  
THAT  
NO ONE RUNS IN YOUR FAMILY.**







2 slices Little Caesars  
pepperoni pizza

**560 calories**

=



65 minutes of  
moderate  
cycling



28 tortilla chips

**560 calories**

=



57 minutes of  
Zumba



1 can of Coca-Cola

**140 calories**

=



23 minutes of  
walking (4 mph)



10 pigs in a blanket

**490 calories**

=



59 minutes of  
Bikram Yoga



4 Double Stuffed Oreos

**280 calories**

=



1.3 hours of  
weight lifting



4 cans of Miller Light

**384 calories**

=



32 minutes of  
running (6 mph)



1 cup Chex Mix

**240 calories**

=



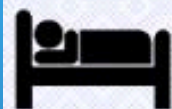
29 minutes of  
high impact  
aerobics



# EXERCISE-CALORIE CHART

Calories burned per hour on average for a 160 pound person

## Very little (50-150 calories/hour)



**Sleeping** 60

**Sitting, eating, handwork** 90



**Standing** 100

**Driving** 110



**Housework, officework** 140

## Significant (300-500 calories/hour)



**Hiking** 360

**Aerobics, general** 420



**Bicycling, light-moderate** 420-560



**Tennis** 470

**Weight lifting** 520

## Moderate (150-300 calories/hour)



**Walking, slow pace** 180

**Light dancing** 220



**Golfing** 250

**Yoga** 280



**Walking, moderate-fast** 250-320

## Extreme (500+ calories/hour)



**Basketball** 600

**Moderate dancing** 600



**Swimming** 620



**Jogging, 6 MPH** 700

**Running, >10 MPH** 900+





**12,000 calories**



# TriHealth Weight Management

TriHealth Weight Management couples behavioral, diet and (if indicated) surgical choices.

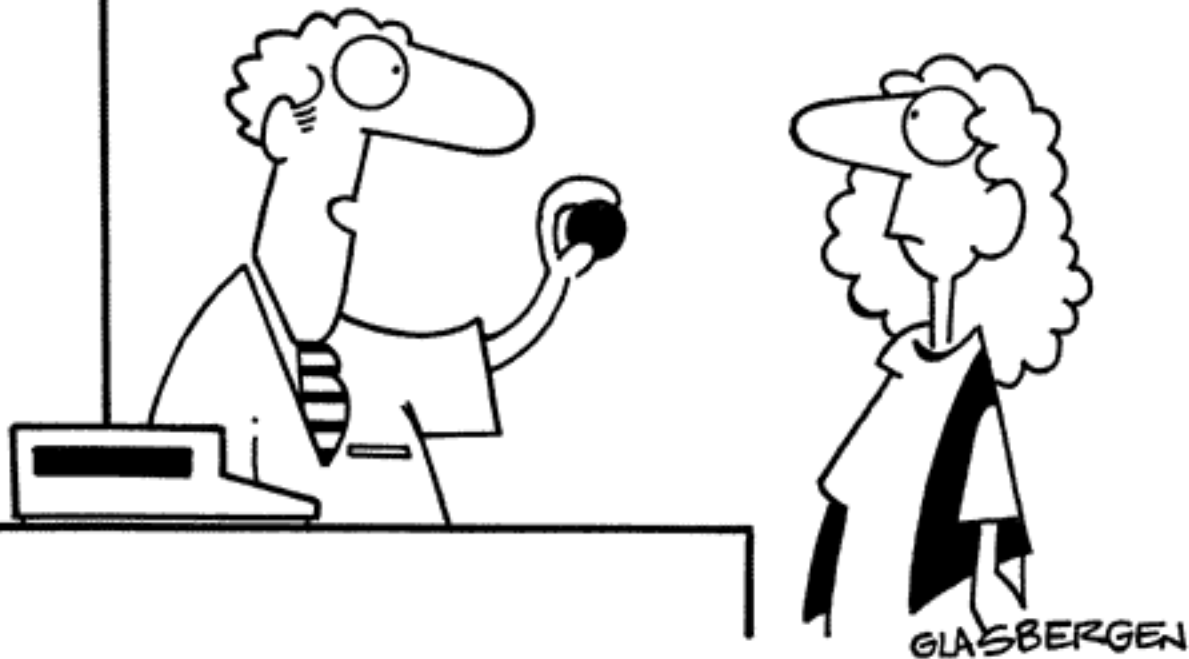
Dr. Nina Gray- Bariatrician specializing in nonsurgical weight management care. Her passion for preventative medicine fuels her to treat obesity as a chronic condition - no different from diabetes or hypertension

TriHealth Weight Management-  
The most experienced weight-loss surgery team in Cincinnati. Performed more than 1,800 bariatric procedures at TriHealth's Good Samaritan Hospital





# Pharmacy



**“It’s the most effective diet pill we sell.  
Chase it around a handball court for an hour a day.”**



Weight Control-  
Diets, Surgeries, Pills,  
Fads and Facts

THE END

Thank you for your kind attention.

Jay Rissover MD

Blue Ash Internal Medicine

4260 Glendale-Milford Rd #101

Blue Ash, Ohio 45242

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- [Eat What You Love, Love What You Eat](#)
- [French Women Don't Get Fat Diet Review](#)
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- The VB6 Diet Review by Mark Bittman
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- Big Breakfast Diet Plan
- Biggest Loser Diet Plan

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- Weight Watchers Diet
- 'What Color Is Your Diet' Review: Variety for Weight Loss
- Wheat Belly Diet

# Weight Loss FADS.

## 6 INSANE WEIGHT LOSS TIPS FROM THROUGHOUT HISTORY



More ice cream!  
I'm eating for two,  
after all!

THE EARLY 1900S SAW SOME WOMEN INGESTING "SANITIZED TAPEWORMS" TO HELP THEM LOSE WEIGHT.