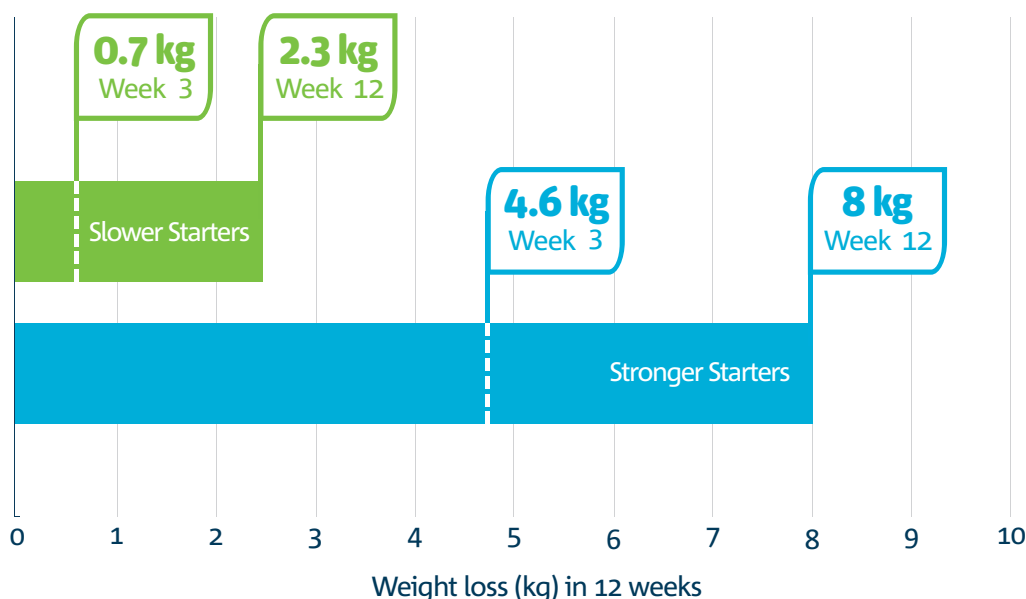


# Start strong for effective weight loss

A new study of over 22,000 successful Australian dieters reveals that early weight loss leads to greater long-term weight loss. In the study, members of the CSIRO Total Wellbeing Diet who got off to a strong start in their first 3 weeks went on to lose 3.5 times more weight than “slower starters” by the end of the 12 Week Program.



 **5KG** more weight loss

Stronger starters lost over 5kg more than slower starters and over 3kg more than moderate starters during the 12 Week Program.

 **50%** more engagement

Stronger starters used the CSIRO Total Wellbeing Diet Online system 50% more than slower starters in the first 3 weeks. This early engagement led to greater total weight loss.

 **7.7%** body weight loss

Stronger starters achieved greater total weight loss, losing 7.7% of their body weight compared to 2.8% for slower starters and 5.1% for moderate starters.

## 4 steps to strong early weight loss this spring



### Step 1

Choose a scientifically proven weight loss program like the CSIRO Total Wellbeing Diet, Australia's number 1 diet system.

### Step 2

Allow about 2 days to prepare for a weight loss program e.g. gather necessary equipment such as scales, shop for groceries and prep meals. Successful members of the CSIRO Total Wellbeing Diet allowed themselves an average of 2 days to get ready.

### Step 3

Put maximum effort into the first 3 weeks by following the program instructions closely and being as diligent as possible. Stronger starters demonstrated much more intensity than slower starters in their first 3 weeks on the CSIRO Total Wellbeing Diet.

### Step 4

Use the program tools early and often. Stronger starters used the CSIRO Total Wellbeing Diet Online System almost 4 times a day throughout the 12 Week Program. For example, they checked their meal plan in the morning and tracked their food after each meal or snack. In fact, stronger starters used the online tools as much as 6 times a day in their first 3 weeks of the program.

 **Allow 1 year** for maximum weight loss

Beyond the 12 Week Program, members who had the greatest total weight loss (an average of 20% of their body weight) participated in the CSIRO Total Wellbeing Diet for approximately 1 year. They started strong and stayed strong.



totalwellbeingdiet.com

Citation: Hendrie, G.A. and Baird, D. Characteristics associated with greater weight loss success: CSIRO Total Wellbeing Diet. September 2020. CSIRO