



THE BRITISH DIETETIC ASSOCIATION

The Professional Association for Registered Dietitians
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M e d i a R e l e a s e

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Dietitians slam 'detox' as nonsense

The British Dietetic Association (BDA) says that the idea of 'detox' is a load of nonsense as people gear up to lose the weight they've put on over Christmas.

As a counter to all of the myths and marketing hype accompanying the detox and diet delusions in January, the British Dietetic Association is a voice of balance, reason and sense, giving 5 top diet tips. Dietitian and spokesperson for the BDA, Dr Frankie Phillips says: "The whole idea of detox is nonsense. The body is a well-developed system that has its own built-in mechanisms to detoxify and remove waste from top to toe. Skin, the gut and liver and kidneys are all chemically-controlled powerhouses that respond to signals in the form of e.g. hormones to remove waste products – typically detoxifying the body constantly. There are no pills or specific drinks, patches or lotions that can do a magic job. If you have over-indulged on alcohol, for example, the liver works hard to break down the alcohol into products it can remove. Being well-hydrated is a sensible strategy, but as we have tragically seen recently, drinking copious amounts of water can be as dangerous as not drinking enough. It sounds predicable, but for the vast majority of people, a sensible diet and regular physical activity really are the only ways to properly protect your health for the year ahead."

New Year is often the time when a deluge of diet books hits the shops with authors ranging from celebrities on a mission to help you to emulate them, to self-proclaimed 'experts' giving the low-down on their naïve narratives based on carefully-selected pseudo-scientific studies to banish all ills. In addition, shops are now well-stocked with detox solutions – a range of lotions, potions and carefully marketed formulae to counter the effects of all of those 'toxins' our bodies have built up over the previous months.

At a time when diet-experts are springing up all around, Pauline Douglas, Chairman of the BDA is keen to set dietitians apart: "As a New Year brings with it an opportunity to resolve to take care of our health, diet is frequently the top of people's list. Consequently we know that there are many sources offering advice about diet and health, sometimes leading to dangerous effects. Good nutrition is a critical component of good health and we want to remind those working to improve the public's awareness of health and diet that dietitians are the only independently-regulated experts who can translate the complex science of nutrition into practical guidance. Dietitians enable people to make appropriate lifestyle choices, taking into account an

individual's lifestyle, budget and health and we want to make sure that people recognise and understand what dietitians do – and that their advice is to be trusted.”

The BDA is currently running a joint campaign with the Health Professions Council to make people aware of who dietitians are, what they do – and how important it is to make sure your health professional is registered.

The BDA's top 5 New Year diet resolution tips are:

- Drink sensibly. 6-8 glasses of fluid, or about 1.5 - 2 litres per day is enough for most people
- Keep a diet diary for a week – be honest and record everything, then have a look at the areas where you can make changes
- If you need to make changes to your diet do so gradually – make small changes that you can stick to (e.g. eat one extra portion of veg or fruit each day, or have breakfast daily)
- Plan your meals – make a shopping list based on the meals you plan to have for the week ahead – it will also save money as you'll be less likely to waste food
- Visit the BDA's website www.bdaweightwise.com for free resources, meal plans, and strategies to improve your nutritional health.

The BDA has a series of fact sheets designed to help people make sense of a whole range of nutrition issues, including fact sheets on fluid and are free to download at www.bda.uk.com/foodfacts

Media enquiries to the British Dietetic Association and requests for interviews with dietitians should be directed to our media hotline on **0870 850 2517** or pr@bda.uk.com

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Notes to Editors

1. The British Dietetic Association, founded in 1936, is the professional association for registered dietitians in Great Britain and Northern Ireland. It is the nation's largest organisation of food and nutrition professionals with nearly 6,000 members. About two-thirds of members are employed in the National Health Service. The remaining members work in education, industry, research, sport settings or freelance.
2. Registered dietitians hold the only legally-recognisable graduate qualification in nutrition and dietetics. They are experts in interpreting and translating the science of nutrition into practical ways of promoting nutritional well-being, disease treatment and the prevention of nutrition-related problems. Their advice is sound and based on current scientific evidence. Registration, awarded by the Health Professions Council, is an indication that a dietitian is fit to practise and is working within an agreed statement of conduct. For further details about the British Dietetic Association, please visit our website: www.bda.uk.com