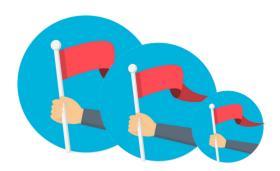
## Your 2024 New Year Diet...



Always be extra critical when you see #Ad and dig into the evidence they provide

## DIET RED FLAGS TO LOOK OUT FOR



## Does your new diet...?

- offer a magic bullet to losing weight, without having to change your lifestyle in any way?
- promise rapid weight loss of more than 1kg (2lbs) of body fat a week?
- mention the word 'detox'?
- ask you to substitute everyday foods for expensive supplements or ingredients?
- tell you to only eat one type of food? Cabbage anyone?!
- offer no supporting evidence other than a few personal success stories?
- recommend the fat burning effects of certain foods (think grapefruit or green tea extract)?
- ask you to severely limit whole food groups?
- have an influencer getting paid to promote it?

Spot the facts from the fads.

**#NavigateTheNewYearNonsense**