

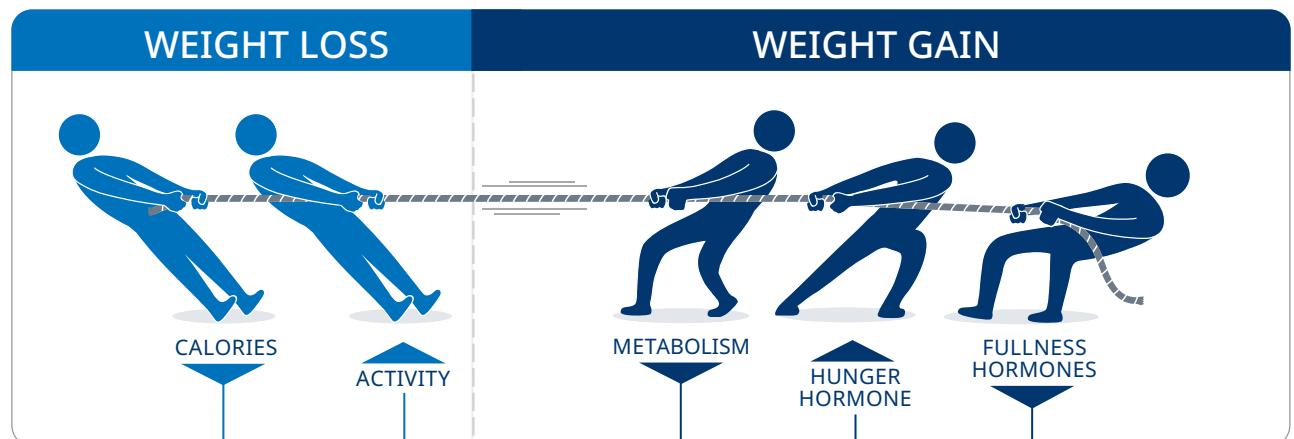
The Tug-of-War of Weight Management

The body's response to weight loss makes it hard to maintain progress

Science shows that after losing weight, the body tries to put it back on.

Following weight loss, the body's metabolism slows down and appetite hormones change, making you feel more hungry and less full.

Here is how it works:



Fewer calories

Limiting the calories you take in—by eating small portion sizes, for example—can help you lose weight

More activity

Doing regular physical activity—like taking a walk every day—can help burn calories. But when your body loses weight, it tries to gain it back

Slower metabolism

When you lose weight, your metabolism slows down and gets more efficient. It needs fewer calories to do its job

Increased hunger hormone

With weight loss, your body increases a “hunger hormone,” which tells your body you’re still hungry and can lead to consuming more calories

Decreased fullness hormones

You also have hormones that tell your brain that you’re full. When you lose weight, these hormones are decreased

In a person with obesity, the body will try to put the weight back on for at least 12 months after weight loss

While healthy eating and increased physical activity are important, for many people it may not be enough to keep the weight off. Talk to your doctor to see how this may be affecting your efforts to lose weight.

For more information, please go to www.TruthAboutWeight.com.