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Diet Information: Weight Watchers

By Jason Hulott

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Weight Watchers is one of the World's most popular weight loss programmes and has been around since the 1960s. The concept of Weight Watchers is not to offer a "quick-fix" solution to weight related problems, but more about adopting a healthier eating plan (that also will help you lose, then maintain your new, weight).

The Weight Watchers programme is about developing a healthy lifestyle, includes mental, emotional, and physical health.

The dietary programme is a lot about group support and you are expected to attend regular meetings for weigh-ins and motivation. Most foods are allowed, each of which has a point value.

When you attend your first meeting, you will be given an amount of points you are allowed to consume every day. Some types of physical exercise will cancel out some of the points consumed, so the more exercise you get, in theory, the more you can eat!

The dietary programme is also good as it allows some flexibility with the points. For example, when you have a special occasion coming up.

The emphasis of the weight loss plan is very much on the points, not on what foods you eat. And so you are encourage to plan your meals using the points system. As there are very little foods that are actually restricted on this diet, it is probably one of the easier diet programmes to follow.

Many dieters also find the group support given at the meetings invaluable. However, if you are happy to do the diet on your own, you can attend online meetings - great if you are short of time or work irregular hours.

<http://www.uk-diets-online.co.uk> provides information about all the major diet systems available. Download as FREE copy of the Tasty Weight Loss and Muscle Building Recipes Book, a 33 page book which you can download for free to get some ideas for weight loss recipes.

On-line Weight Watchers diet helper for Personal Digital Assistants (PDAs) and mobile phones

By Laura Ciocan

At the beginning of December, WeightWatchers.com announced the release of an application for Personal Digital Assistants (PDAs) and PDA mobile phones. It is the first to synchronize with a web-based account via the Internet. **Mobile-phone diet applications** are becoming increasingly popular. Weight Watchers diet promoters link the phone application to the **Web personal account**, which provides a useful portable tool for diet assistance.

This makes the diet easier to follow by offering :

The possibility of following your **weight watch** more closely, and of keeping permanent track of your eating

A **points calculator** and tracker. The WeightWatchers diet is based on calculating the points of foods according to a specific formula. This facility provides a ready, helpful tool. It also tracks the points allowance, daily or weekly, helping you to stay within limits

The application includes a vast database such as **25,000 food choices**, restaurants and groceries

An application which updates your web account every time you enter data or calculate.

The application has already gained huge popularity. Over **400,000 buyers** have downloaded the application from a popular Web site selling cell-phone applications.

As the popularity of low-carb diets has lost ground throughout 2004 and sales have dropped, the company behind the **Atkins Diet** is planning to launch a similar **product for mobile phones** and handheld computers on the market.

The product, available at the beginning of 2005, will be so **affordable** that it will be within the reach of any dieter. The application is a **carbohydrate counter** to help dieters track the carbohydrate contents of foods, as well as their own daily carb intake.

The application is a further step within the firm's marketing policy of finding new market segments for the product -- the Atkins diet -- by diversifying the means of popularizing it. In this way it also diversifies the target audience. An **Atkins diet DVD** was put on the market and sold during the 2004-2005 holiday season.

Laura Ciocan writes for <http://www.dietsindex.com> where you can find more information about

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website. If you use this article, please include the resource box and send a brief message to let me know where it appeared; <mailto:lauracio@gmail.com>

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30-Day Low Carb Diet 'Ketosis Plan'
Recipes from the Heartland
1000 Atkins Diet Recipes



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