

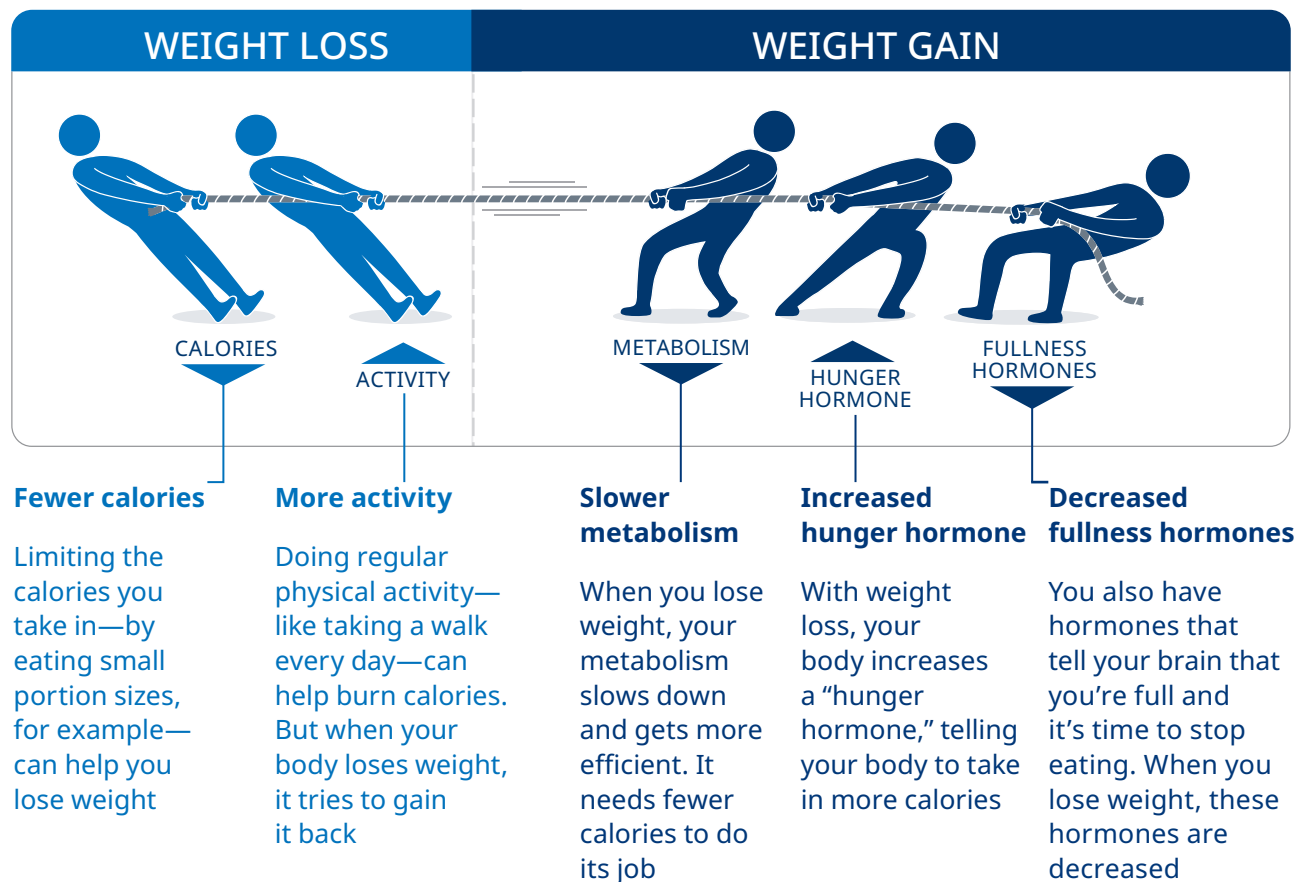
The Push and Pull of Weight Loss

A game of tug-of-war

For many people, after losing weight with healthy eating and increased physical activity, it can be hard to keep it off. You may even put the weight back on.

There is a scientific reason for this. People may see results when they limit calories and increase physical activity. But the body reacts to weight loss by trying to regain weight, making weight management a constant tug-of-war.

Here is how it works:



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

Healthy eating and physical activity are important, but they may not be enough to fight obesity. Biology is also at play, specifically your metabolism and appetite-regulating hormones. 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.