



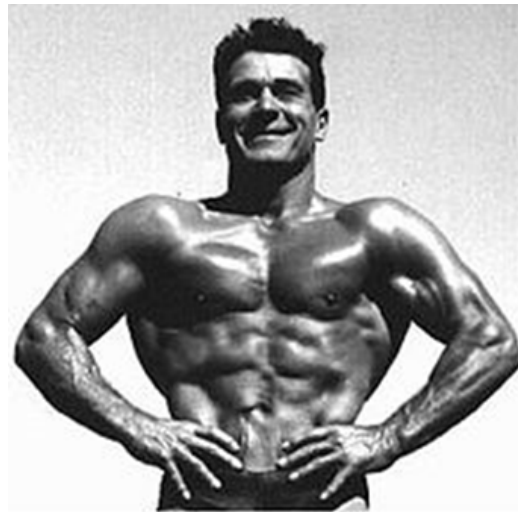
Fat Fallacy (or Facts) and Public Perception

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Changing Recommendations

- Diet and health recommendations have flip flopped over the last four decades
- Epidemiology looked at correlations between diseases and lifestyle habits (diet and exercise)





Ansel Keys

- 1st to look at cholesterol and heart disease
- He & his wife were the first in America to declare a conscious adoption of a heart healthy diet
 - “no carved meat more than 3x/week”

Peter Ahrens

- Seminal research on dietary fats & serum cholesterol
- Started the lower fat dietary recommendations



The '70s



- Avoid eggs
- Dietary cholesterol consumption increased serum cholesterol
- Shift from malnutrition to excessive consumption
- Increase in heart disease, obesity and adult onset diabetes

Shift from malnutrition



Confusion in Vocabulary



- Cholesterol
- Fat
- Sugar

The 80's

- Avoid eggs and butter
- Dietary fat intake was 40% of the kcal/day
- Food marketing focused on “cholesterol free”



The 90's

- Fat free/low-fat foods hit the marketplace (The “Snackwells Syndrome”)
- Trans fats are finally recognized as harmful
- 1994 – DSHEA legislation in the US
- Exercise was correlated with impact on cholesterol (total/HDL)
- Adult-onset diabetes now called Type 2



2000's

Nutrition Facts	
Serving Size 1 cup (228g) Serving Per Container 2	
Amount Per Serving	
Calories 250	Calories from Fat 110
% Daily Value*	
Total Fat 12g	18%
Saturated Fat 3g	15%
Trans Fat 1.5g	
Cholesterol 30mg	10%
Sodium 470mg	20%
Total Carbohydrate 31g	10%
Dietary Fiber 0g	0%
Sugars 5g	
Protein 5g	
Vitamin A	4%
Vitamin C	2%
Calcium	20%
Iron	4%

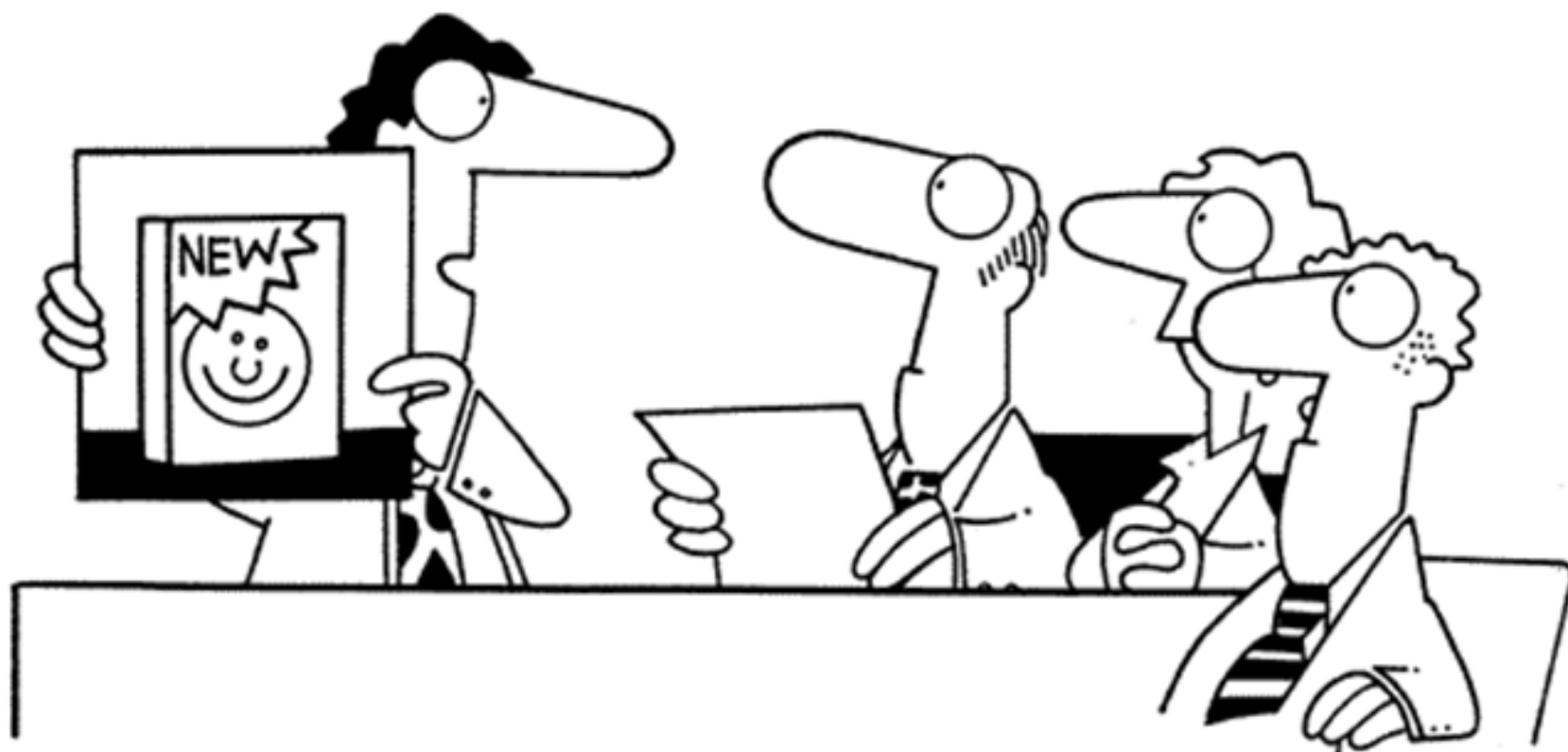
- Obesity has been labeled as an “epidemic”
- Attention on childhood obesity
- 2006 – Trans Fat labeling law in effect
- Despite epidemiology with diet and disease, trends are not reversing

Source: The Food and Drug Administration

Since 2010

- Shift from low fat to “better for you fats”
- Recognition of value of poly and mono-unsaturated fats in the diet
- Trans fats out of most processed foods





**“Our new product has no fat, no cholesterol,
no calories, no sugar, no salt and no preservatives.
The box is empty, but it has exactly what everyone wants!”**

General distrust exists among many consumers for government, medical establishment and food industry vs. individual health





THANK YOU
FOR NOT
MENTIONING
DR. OZ.

MEDICINE

MEDICAL
DEGREE

Nick Dawkins

Medicine in the Media

The Challenge of Reporting on Medical Research



- Lack of science-trained experts working in journalism
- Non-vetted “experts”
- Paid placements – advertorials vs. legit news
- There is no master “censor” or “editor” so misinformation is abundant

Health Care Providers Staying Abreast of the Research

- Journals
- Professional association guidelines
- Know what is percolating in the media – our patients will ask about it.





THE FAT TRUTH

Pharmacological Recommendations for Managing Fat

- Statins
- Niacin
- Bile-acid resins
- Fibric acid derivatives
- Cholesterol absorption inhibitors



YO-YO Science

- Mono/Poly Unsaturated fatty acids
- Cholesterol
- Saturated Fat
- Fish Oil/EPA
- Tropical Oils



“Maybe you should wear a helmet, in case, you know, my math is off.”

CVD vs. Other Disease

While heart disease remains the prominent health risk – other benefits of other fats are often neglected:

- Avocados/Walnuts/Almonds – natural vit/min content vs. kcal/fat
- Fish Oils – concern over pollutants vs. benefits
- **Red Palm Fruit Oil – antithrombotic, neuroprotective, chemoprotective, insulin, vision, etc.**



Communicating with the Public



- Present clear messaging in consumer-friendly terminology (think no greater than 5th grade reading comprehension)
- Stick to peer-reviewed articles, however, stay abreast of murmuring in the media
- Recognize that science may play “catch up” with practice



Special Thanks



M P O C

- www.livingskinnyinfatgenes.com
- www.feliciastoler.com

