

What can we learn from people who stay slim without all of the blood, sweat, and tears?

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You know that one friend that never worries about weight and seems to stay effortlessly slim? That friend, and others like them might unknowingly possess secrets to helping those who struggle with their weight.

New Cornell Food and Brand Lab research findings have helped to uncover lifestyle secrets of the "mindlessly slim." The Food and Brand Lab researchers created the Slim by Design Registry (now called the Global Healthy Weight Registry) to survey adults who have successfully maintained a healthy body weight throughout their lives. Those who voluntarily signed up for the registry answered a series of questions about diet, exercise and daily routines. The infographic included in this release illustrates initial findings from all registry respondents.

The researchers then divided the respondents into two groups. Group one, the mindlessly slim, consisted of 112 adults who reported that they didn't maintain strict diets. The other group consisted of those who dieted regularly, thought about food frequently and were highly conscious of what they ate. "We wanted to see what [health behaviors](#) differed between those struggling to lose or maintain weight and the mindlessly slim," explains Brian Wansink, PhD, co-author, director of the Cornell Food and Brand Lab and author of Slim by Design. "We wanted to find the small or simple behaviors that might have a big impact."

After comparing the responses from each group, the researchers found

that mindlessly slim individuals were more likely to use strategies that differ from traditional recommendations for weight loss or maintenance. These strategies include: eating high-quality foods, cooking at home, and listening to inner cues in order to stay slim. Also they didn't indicate feeling as guilty as the other group about overeating. Furthermore, mindlessly slim people were more likely to have an enjoyment-based, internally informed approach to food and eating.

"These results are encouraging because they imply that instead of putting restrictions on one's diet and avoiding favorite foods, [weight](#) gain could be prevented early on by learning to listen to inner cues and putting emphasis on the quality instead of the quantity of [food](#)," says lead researcher Anna-Leena Vuorinen, of VTT Technical Research Centre in Finland, PhD student at the University of Tampere, and former visiting scholar at the Food and Brand Lab.

GLOBAL
HEALTHY WEIGHT
REGISTRY

2016

We all know people who have never seemed to gain weight or to struggle with their weight. What do these people know or do that helps them stay slim? The Healthy Weight Registry was created for these people to share their secrets.

WHAT THEY EAT



61%
chicken is
their favorite
meat



7%
are vegetarian



38%
don't drink
alcohol



35%
eat salad at
lunch
everyday



65%
eat vegetables
at dinner
everyday

Top Daily Breakfast Foods



51%
included
fruits and
vegetables



31%
included eggs



44%
said fruit



21%
said nuts

Favorite Soft Drink



37%
don't drink
soft drinks



33%
mentioned a
diet soft
drink



25%
said
regular

WHAT THEY DO

EXERCISE:



48% don't diet

74% rarely diet

50% weigh
themselves weekly

29% never do



WHAT THEY SAY

"It's easier to resist food at the store than at home"

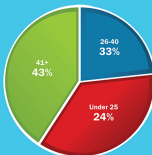
"I really regret eating healthy today – said no one ever"

"Quality over quantity"

"I train to be strong; I eat to be lean"

WHO THEY ARE

AGE



Average BMI 21.7

Average weight 136 lb.

Average height 5 ft. 6 in.

80% Female

METHODOLOGY

Surveyed at www.slimbydesignregistry.org
Sept. 2014 – Jan. 2015. 92 questions, 147 surveyed, eligibility = healthy weight, no major weight fluctuations, no weight counseling

REFERENCES

Wansink – Slim By Design 2014
Vuorinen, Zhou & Wansink – Obesity Conference, 2015
Wansink & Vuorinen – Obesity Conference, 2015
Vuorinen, Finn & Wansink – Obesity Conference, 2015

Share your secrets at: healthyweightregistry.org
Contact us at: healthyweightregistry@cornell.edu

Credit: Cornell Food and Brand Lab

More information: Vuorinen, Anna-Leena, Camille Finn, Megan Zhou and Brian Wansink (2015). What Can We Learn From People Who Stay Slim Without All of the Blood, Sweat, and Tears? Obesity Week Conference Proceedings, 75. [obesityweek.com/app/uploads/20... Poster-Abstracts.pdf](https://obesityweek.com/app/uploads/2015/11/Poster-Abstracts.pdf)

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