

WANT TO LOSE WEIGHT?

You Can Do It!

First, dump the self-defeating attitudes that doom most diets from the start.

The messages we feed our brain can be worse than the food we feed our bodies! Go on a reality diet by debunking these myths:

MYTH 1: *Diets Don't Work.*

We can all point to fad diets that boomerang. Fact is, you can lose weight and get healthy by setting reasonable calorie reduction goals, watching portion sizes, filling up on fruits and vegetables, keeping a food journal and exercising. And remember: you can mess up – just don't give up.



MYTH 2: *I Was Born To Be Fat.*

Too many people use the "all shapes and sizes" argument to justify being XXL. Truth is, few of us were born to be obese. We've gotten fatter because we're eating more and moving less. Reverse the trend – eat smart and get active.

MYTH 3: *It's My Metabolism's Fault.*

Contrary to popular belief, the heavier you are, the higher your metabolism tends to be – it takes more muscle to move extra weight. So quit making excuses and start taking action – hit the gym, drink water, get rest and watch the calories.

**YOU'RE IN
CONTROL –
WITH**



GET YOUR



FROM DOLE:

RED



DOLE STRAWBERRIES

- Excellent source of vitamin C and folic acid
- Provides cancer-fighting phytochemicals
- Only 45 calories per serving

YELLOW/ORANGE



DOLE PINEAPPLE FRUIT BOWLS

- Quick and easy snack
- Good for digestion and easing stomachaches
- Excellent source of vitamin C

WHITE



DOLE BANANAS

- Boosts exercise performance
- A good source of potassium
- Great for snacks and smoothies

GREEN



DOLE ORGANIC BABY SPINACH

- Pesticide free
- High in lutein for better eyesight
- Just 40 calories per serving

BLUE/PURPLE



DOLE RAISINS

- Supplies beneficial fiber
- Provides disease-fighting phytochemicals
- Excellent source of antioxidants

DOLE NUTRITION INSTITUTE

One Dole Drive, Westlake Village, CA 91362-7300
www.dole.com

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1 WEIGHT LOSS

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DO YOU KNOW?

Q: How to eat more & weigh less?

A: Pound for pound, fruits and vegetables have fewer calories than other food groups, such as dairy, meats and grains. Plus they contain plenty of water and fiber, so they'll help you feel full.



Q: Are low carb diets the way to go?

A: No. Not only are they high in saturated fat and cholesterol they may deprive you of essential nutrients, disease-fighting phytochemicals and heart-healthy fiber that only fruits and vegetables can provide.



Q: What are the best workout foods?

A: Fruits and vegetables high in potassium and antioxidants like Vitamin E and C. Good sources include bananas, pineapples and celery.



Q: How to fit in 5-9 servings?

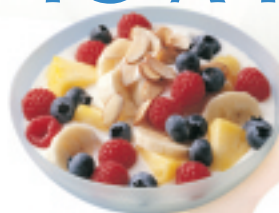
A: Everyone should eat five to nine servings of fruits and vegetables per day. Try yogurts with fruit, crudites, fruits for dessert, veggie stir-fry, juices, fruit in smoothies and include two servings with dinner.



TEN STEPS TO A HEALTHIER YOU.

10 Jump-Start Your Metabolism – Eat Breakfast!

Burn more calories all day!



9 Keep A Water Bottle Nearby –

Dehydration lowers metabolism and makes you hungry.



8 Crunch Your Lunch –

Chopped carrots, celery, radishes and veggies of all kinds in a Dole salad blend.



7 Move In The Morning –

A.M. exercise revs up your metabolism.



6 Choose GOOD Fats –

Avocado, olive oil and nuts have heart-healthy fats.



5 Lay Off Simple Carbs –

Cut back on pasta, white bread, potatoes and sugar. They metabolize quickly, leaving you hungry sooner.



4 Eat More Fish –

High in omega-3 oils that lower cholesterol and lift your mood.



3 Get Enough ZZZ's –

Fatigue lowers metabolism and weakens will power.



2 Sit Up Straight!

Good posture allows food to settle and helps you feel full faster.



1 Lose Weight With Fruits And Vegetables –

High in nutrients, fiber and water – but low in calories.

