



THE NO DIET GUIDE

Practical advice on eating for heart health.

PRESENTED BY STEP ONE FOODS

WRITTEN BY ELIZABETH KLODAS, MD, FACC

WE DON'T BELIEVE IN DIETS...

How successful was the last diet you tried? Based on our experience and research, the answer is probably, “not very!”

In order to understand what my patients go through when they try to lose weight, I've personally tried the Banana Diet (lasted three days), the Grapefruit Diet (five days), the Cabbage Soup Diet (almost fainted Day 4 and dealt with lots of gas), the South Beach Diet, 'Eat Yourself Slim', and the Fat Flush Plan. I even joined my husband's Atkins kick, and I'm not sure I can ever eat bacon again!

Guess what? None of them worked.

Diets turn food from what it should be - a necessity and a pleasure - into an enemy and a punishment. They often label foods as “good” or “bad,” setting us up for guilt trips if we eat the wrong thing. Most encourage a self-punishment mindset through deprivation.

Instead of dieting, we should simply eat more foods that promote health and fewer foods that promote disease. When you eat for health, the weight part takes care of itself. Eat health-promoting foods, and don't worry about the number on the scale. Then, you can enjoy the side benefits -- including possible weight loss.

Step One Foods was not created specifically to promote weight loss, but many of our customers report dropping pounds. Enjoying Step One Foods twice daily may seem like a small step, but it provides the necessary foundation for positive health outcomes. When you eat to lower cholesterol, you're also eating nutritionally dense and satisfying foods, leading to fewer food cravings and overall lower calorie intake.

So why produce a guide to diets if I've just told you that none of them work?

We know how desperately some people want to lose weight, and we know that there are health benefits for people who can lose weight and keep it off (though more and more research is leading us to believe that's not possible for everyone). More importantly, there are a handful of so-called “diets” that I believe aren't actually diets -- they're healthy eating plans that follow the concept of eating health-promoting foods, and not worrying about the number on the scale. So before you commit to something, check out our analysis here.



Elizabeth Klodas, MD, FACC
Founder of Step One Foods.

SO, WHAT IS THE BEST DIET?

I created Step One Foods because I was worried about the health of my patients, who were having a hard time eating in a way that supported their care. And even though many of them struggled not just with high cholesterol but also with weight, I knew another quick-fix diet was just about the last thing they needed.

Contrary to popular belief, health and diets do not go hand in hand! Eating for health is very different from dieting.

When patients ask me what a heart-healthy diet is, I often refer them to my favorite dietary advice from Michael Pollan: Eat real food, not too much, mostly plants.

Notice that this approach does not emphasize one macronutrient over the others (so no carb restrictions, no “good” foods or “bad” foods). It’s not based on deprivation (so you can still enjoy some meat and dairy), and it allows for endless variety. It truly is the most practical and sustainable dietary approach ever. Period.

I believe we know how to eat for health instinctively. We just need to listen to our instincts more! When you make the better choice on a regular basis, you put yourself on the road to a sustainable meal plan that’s healthy for your heart. Even if you’re not perfect 100% of the time.

Which is exactly what we’re about at Step One Foods. When you’re eating to lower cholesterol, you’re also eating nutritionally dense, satisfying foods -- meaning fewer food cravings and fewer overall calories. When you eat for health, everything else follows.

What a Cardiologist Eats in a Day



Step One Foods
Blueberry Cinnamon
Oatmeal

Fruit or a handful of
nuts for a
midmorning snack




























Salad with farro,
olives, pine nuts,
tomatoes and feta
for lunch

Step One Foods
Dark Chocolate
Crunch Bar for an
afternoon snack



Salmon with
zucchini and
peppers for dinner

DIET COMPARISON

	Lose Weight	Heart Healthy	Sustainable	Recommended
Atkins Diet				
Keto Diet				
Medifast Diet				
Mediterranean Diet				
Noom				
Nordic Diet				
Nutrisystem				
Paleo Diet				
Whole 30				
WW				

Atkins Diet: Not Recommended

The Atkins diet promotes eating as much protein and fat as you want, while avoiding foods high in carbs (pasta, fruits). The diet is based on the idea the minimizing your carb intake and maximizing your protein intake will encourage your body to switch from burning sugar (carbohydrate) for energy to burning fat, leading the weight loss.



Pros:

- Encourages eating salads and selected vegetables daily
- Easy to follow on a daily basis

Cons:

- No studies detailing the long-term health impact of this diet
- Focus on animal-based proteins and low carbs, both of which have been shown to have long term health risks

Keto Diet Not Recommended

Short for “ketogenic,” the diet promises that you’ll lose weight – and especially body fat – based on the insulin-blunting effect of eating a very low-carbohydrate diet. The keto diet relies on high levels of fats.



Pros:

- Can significantly decrease calorie intake
- Easy to stick to with copious "keto-friendly" products on store shelves

Cons:

- Studies have shown as much as 35% average increases in LDL cholesterol in participants on the keto plan
- Restricts essential nutrients from your diet such as fiber and antioxidants

Nordic Diet: Recommended

The Nordic Diet is all about eating local, seasonal, mostly plant-based whole foods. Based on the way the people of Scandinavia have been eating for years, it follows many of the same tenants of the Mediterranean Diet. There is a strong emphasis on seasonal eating with this approach, with a special emphasis on fresh un-processed foods. The Nordic Diet is really more of a lifestyle and less of a restrictive diet.



Pros:

- Emphasis on plant-based foods that deliver healthy fats, fiber, and other nutrients
- Focus on seasonal eating that promotes fresh and minimally processed foods

Cons:

- Requires preparation time

Noom: Recommended with Reservations

This app-based program takes a holistic approach to weight management: Registered dietitians and mental health experts helped create it to aid users in food, exercise, and lifestyle habits. It encourages users to come up with their own goals and to assess how they think about food.

Pros:

- Promotes inner reflection around diet and nutrition
- Offers easy-to-digest health lessons
- Includes weight and calorie tracking tools
- Connects you with a support group and group coach

Cons:

- The "traffic light" food categories promote a "good" food vs. "bad" food mentality
- Requires a subscription which can be expensive and hard to cancel (make sure to read cancellation policy)



Nutrisystem: Not Recommended

This program uses portion control via ready-to-eat meals. Nutrisystem is strictly about calorie control, not health. Meals deliver 1,200 to 1,500 calories per day.



Pros:

- Straightforward and simple to follow
- Convenient, due to the ready-to-eat meals

Cons:

- Marketing materials claim that the foods offer balanced nutrition, but they are full of additives, preservatives and artificial flavoring
- Nutrisystem can cost up to \$300 a month, not counting the groceries required in addition to its products

Paleo Diet: Not Recommended

The paleo diet aims to bring us back to the eating habits of our ancient ancestors. The diet focuses on high protein consumption (meat, fish, eggs, nuts, vegetables and specific fruits), while shunning farmed foods, specifically all grains.



Pros:

- Inclusion of some vegetables and fruits
- Easy to eat at restaurants and stick with the diet

Cons:

- Research has shown that the diet's high amount of meat and the lack of grain fiber contribute to a change in gut bacteria that can be dangerous to cardiovascular health
- The diet is counter to a vast body of scientific data that links diets high in animal-based foods to a markedly increased risk of various chronic diseases, including cancer

Whole 30: Recommended with Reservations

This approach is not a long-term diet but marketed as a 30-day reset based on the premise of elimination. Because it's so short-term, I can half-heartedly endorse it. Users eat three "clean" meals a day, made with Whole30-approved ingredients, similar to the paleo diet.



Pros:

- Focuses on whole foods.
- Elimination of unhealthy options.

Cons:

- This isn't a sustainable or simple program
- Eliminates many healthy options like whole grains, fruits, and legumes

WW (formerly Weight Watchers): Recommended with Reservations

Weight Watchers became famous for its point system that assigns points to real-world foods that encouraged followers to limit calorie intake and lose weight.

Since Oprah partnered with WW in 2015, the company has undergone some massive shifts; their primary goal is no longer weight loss. Perhaps most strikingly, WW has progressively deemphasized the very solution it had become synonymous with—the iconic points system.

Pros:

- Prompts thoughtful conversation around nutrition
- Offers additional resources and education about health

Cons:

- The evolving point system miscategorizes foods, including some healthy foods.
- The program and points system doesn't focus on portion control and can allow junk food binges.



STEP ONE TO BETTER HEALTH

Changing diet is the best option to improve your health because improving nutrition not only helps lower cholesterol levels but also has wide-ranging positive effects on health overall, like weight loss.

Step One Foods was created to provide you with a cholesterol-lowering solution that is simple, convenient, and effective. While our approach is not the entire solution to better health, we can be part of your solution.



Heart Healthy

Step One Foods was created specifically to help you succeed at changing your diet in a way that maximizes your chances of lowering cholesterol naturally. All the foods contain the precise levels of nutrients your body needs to improve heart health and lower cholesterol.



Weight Loss

Many of our customers also enjoy weight loss with our program because you're eating nutritionally dense and satisfying foods, leading to fewer food cravings and overall lower calorie intake.



Sustainable

Our program was developed to be sustainable! Simply enjoy two servings of Step One Foods in place of something you would normally eat, twice per day. That's it! No other dietary or lifestyle changes needed to see results. Two servings a day costs about \$4.50- the same as a cup of coffee! And because we recommend substituting our products for something you would normally eat, it's not an additional cost.



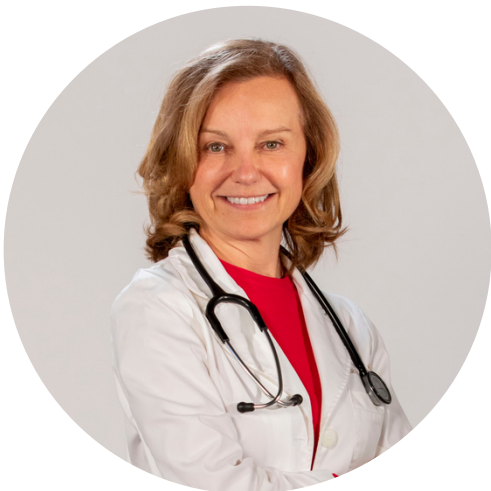
Recommended

We conducted a clinical trial so you can feel assured using our program. Our customers and their results also speak for themselves!



REAL FOOD. REAL SCIENCE. REAL RESULTS.

ABOUT DR. KLODAS



Dr. Klodas has dedicated her career to preventive cardiology. Trained at Mayo Clinic and Johns Hopkins, she serves as the Chief Medical Officer for Step One Foods. Dr. Klodas is a nationally sought out speaker and has an active role at the American College of Cardiology.

Her clinical interests include prevention of heart disease and non-invasive cardiac imaging and she has published dozens of scientific articles throughout her career. She has also authored a book for patients, "Slay the Giant: The Power of Prevention in Defeating Heart Disease," and served as founding Editor-in-Chief of cardiosmart.org the patient education effort of the American College of Cardiology.

In addition to her practice and her duties at Step One Foods, she also serves as a medical editor for WebMD.

Visit www.steponefoods.com/DietGuide

Learn more about the 'no diet' philosophy, Step One Foods and more.



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