

God Bless America

Woman's World

THE WOMAN'S WEEKLY

\$1.49

June 14, 2005

Summer secrets for
GREAT HAIR
every day

Marie lo
37 lbs
3 month

The cellulite cure!

Erase yours in minutes a day!

Beat high summer gas prices!

Chocolate-Chip-Cookie Baked Alaska



Cool, sweet, creamy!

Research-proven diet breakthrough!

The sandwich that **MELTS BODY FAT!**

Eat four a day and
Lose 18 lbs in 6 weeks!

BREAKTHROUGH! Sunglasses that
Prevent headaches!

Be a friend-magnet!

Make everyone like you—guaranteed!

Must-read health news!

- Avoid the *new* tampon threat
- Protect yourself from dangerous mold



Dad's Day fun!

- Sweet gift trick!
- Easy kid's present!

It's candy!





The sandwich that **MELTS BODY FAT!**

This diet is smart, easy, effective—and it's a carb-lover's dream . . .

Success stories

Kathy lost 110 lbs!

"Everyone in my family was large and tall, and we ate like longshoremen," recalls Kathy Young, 52, a Myrtle Beach, South Carolina, mom. That's why she first tried diets promising unlimited meat and fat. "But you always hit a plateau. And you feel so deprived." Enter the Pocket Diet. "I got the bread I craved—and quick results!" Down nine pounds her first week and 110 pounds in 15 months, Kathy loves her size-6 jeans. "They're so small!"



BEFORE



Kathy's Easy Sweet Pita

Mist an unopened pita with spray margarine and top with 1 packet artificial sweetener and cinnamon to taste. Microwave for 30 seconds. Makes one 90-calorie serving.

When a Wisconsin-based pita company joined forces with a local hospital, they were hoping to win back bread lovers at the height of the low-carb craze. Instead, they created what's looking to be the next big thing in diets. What makes us think so? Well, it's not just that you can lose up to 18 pounds in six weeks—though that's certainly impressive!—it's that you can do it feasting on *four sandwiches a day!* Yep, carb lovers: chicken-salad sandwiches, steak sandwiches, even bacon-and-cheese sandwiches . . .

supplies of Kangaroo Brands' pita bread—to melt even more flab.

Here's why it works

On the plan, you simply eat most of your meals from a pita; you also get healthy sides like fruit, yogurt or soup. Snack time means more pitas and other treats. The scoop on why pounds melt away:

- **A great portion control gimmick.** The pita sandwiches will split open if you try to stuff in more than two to three ounces.

"The magic here is not pita bread," says Taggart, "it's portion control." According to new research, dieters who practice portion control are four times more likely to lose weight than those who use any other strategy.

- **The food is filling and soothing.** Fiber-rich pitas get stuffed with lots of water-rich foods, and the combination knocks out hunger. You also eat every three to four hours, "which helps prevent blood sugar swings that can cause hunger and fatigue," says Caitlyn Lorenze, R.D., co-author of *The Pocket Diet*. Plus, you get all the carbs you need to create feel-good brain chemicals and to keep from feeling deprived.

- **Pita dieting is really easy.**

Pocket sandwiches are a cinch to prepare, they're portable, and kids and husbands happily eat 'em. Even better, since you know you'll have a pita at most sittings, there's less planning involved—and research shows that boosts diet success.

In a nutshell, "this plan is for anyone who's looking for a convenient, healthy, satisfying and great-tasting way to lose weight," says Lorenze. Adds Taggart: "Anyone can get results!"

—Christine Garson

Add exercise, speed results

If your goal is to lose weight, "regular exercise should become as ingrained a habit as brushing your teeth," says Taggart. The payoff: Studies show dieters who exercise lose about 46% more weight than those who don't! That's why the Pocket Diet pros recommend starting with at least 30 minutes of physical activity a day—even if it's three 10-minute walks. Increase workout time as you're able to, aiming for 45-60 minutes on most days. As always, get your doctor's okay before starting a new fitness routine.



Hurry! Pass me a sandwich!

Of 38 volunteers who tested the newly devised "Pocket Diet" at Menomonee Falls' Community Memorial Hospital, every last one lost weight. Even Barb Taggart, R.D., the skeptical nutritionist who headed the study, was surprised by the tiny drop-out rate and huge results. On average, folks lost a solid eight pounds during the brief trial. And most happily stuck with the plan long after, using sandwiches—made with free

Marie lost 37 lbs in 3 months!

After giving birth to her second child, Marie Judd found herself with lots of weight to lose—and virtually no time for diet or exercise. Luckily, she read about the Pocket Diet on a package of her family's favorite pitas. "All I needed was the bread, a container of peanut butter or hummus and some veggies. There was almost no preparation," smiles the Mequon, Wisconsin, employee relations manager, 34. Back into her pre-pregnancy clothes before baby Kate was three months old, she boasts newfound energy. "I can do 60 minutes of cardio now!" beams Marie. "There is no way I could've done that before!"



Marie's Shortcut Chicken Salad

Mix 2 oz. sliced rotisserie chicken, 1 Tbs. fat-free mayo and diced celery, red onion and red grapes to taste. Season with salt and pepper; serve in 1/2 pita. Makes one 210-calorie serving.

Nellie lost 15 lbs!

When Nellie Saldana de Guzman became frustrated with her ever-expanding waistline, the Fresno, California, 24-year-old did what all good students do these days: She hit the Internet. Reading about the Pocket plan, "It didn't even seem like a diet. The food sounded really good, and everything looked easy to make," she recalls. Still, it worked like a charm. She dropped five pounds in the first week and 15 pounds in all. "Now I share clothes with my skinny sisters," marvels Nellie. "That feels great!"



BEFORE



Nellie's Sloppy Joe Pocket

Sauté 2 oz. ground sirloin and 4 tsp. each green pepper, onion and celery in 1/2 tsp. canola oil with 3 tsp. Sloppy Joe sauce. Serve in 1/2 pita. Makes one 280-calorie serving.

Please turn the page for more of The sandwich that melts body fat!

Try the yummy Pocket Diet!

Use the box below to determine your daily calorie target. Then simply choose any three meals per day—you can have breakfast for dinner if you like!—and as many snacks as necessary to hit your target. “If you go over by 25 to 50 calories, that’s fine,” says Taggart. Create your own sandwiches (just use nutrition labels to determine calories) or go to www.pocketdiet.com for recipes. As with any new plan, be sure to get your doctor’s okay before you begin.

HOW MANY CALORIES DO I GET?

IF YOU'RE . . .	YOU GET . . .
5'5" or less	1,500 calories per day
5'6" to 5'9"	1,800 calories per day
5'10" to 6'1"	2,000 calories per day
6'2" or more	2,200 calories per day

Pocket Diet rules

- Never skip breakfast. If you do, research shows you'll likely go overboard later, notes Taggart. Breakfast also revs metabolism.
- Space out meals and snacks so that you're eating once every 3-4 hours.
- Aim for three servings of dairy per day.
- Save your leftovers. You don't have to eat all the foods in any given meal in one sitting.
- Drink 8 cups of water every day. In

addition, you may also have moderate amounts of diet soft drinks and tea or coffee (with artificial sweetener and low-fat milk, if desired).

8 meal options

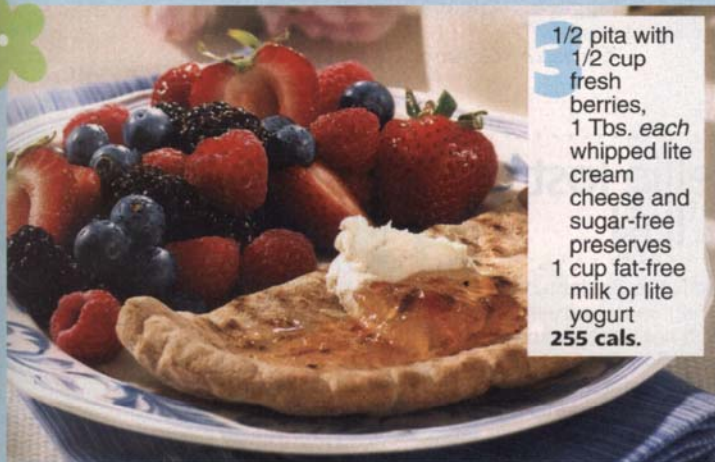
1/2 pita with 1/3 cup egg whites scrambled with 3/4 cup mixed vegetables and 2 Tbs. lite cheese
1 cup fat-free milk or lite yogurt
280 cal.



Philly Cheesesteak:
1/2 pita with 2 oz. beef tenderloin and 1/2 cup each diced pepper and onion sautéed in 1 Tbs. olive oil; top with 1 oz. lite provolone
1/2 cup vegetables
1/2 cup pineapple
460 cal.



1/2 pita with 1/2 cup fresh berries, 1 Tbs. each whipped lite cream cheese and sugar-free preserves
1 cup fat-free milk or lite yogurt
255 cal.



1/2 pita with 4 oz. lean deli meat, 1 slice American cheese, 1/4 cup lettuce
1 apple
380 cal.



1/2 pita with 2 oz. lite cheese, 2 oz. Canadian bacon, 2 tomato slices
1 kiwi
370 cal.

1/2 pita with 1/2 banana, 1 Tbs. each low-fat peanut butter and sugar-free preserves
1 cup raw vegetables
285 cal.

1/2 pita with 4 oz. shrimp, 1 tsp. each plain low-fat yogurt and low-fat mayo, 2 Tbs. celery, 2 tsp. scallions,

1/4 tsp. fresh dill and lemon juice to taste
1 cup non-creamy soup
355 cal.

"Out of Pocket" meal option

4-6 oz. protein
3/4 cup starch
1 cup vegetables
430 cal.

Snack options

1/2 pita
2 Tbs. hummus
135 cal.

1/2 pita cut into strips, coat with cooking spray, sprinkle with garlic salt to taste and broil until brown
90 cal.

1 Tbs. peanut butter
1 apple
160 cal.

1 banana
110 cal.

1 cup air-popped popcorn
2-3 sprays of cooking spray
1/2 tsp. grated Parmesan cheese
40 cal.



Photos: Pat Hill; Lorenzo Mancini; Lew Robertson/Foodpix; Brand X Pictures/Creatas; Tomas Ovalle/Zuma Press; Jason Moore/Zuma Press; Daryl Solomon/Envision; Zeva Oelbaum/Envision; George Mattei/Envision. Hair Michael Johnson/Sarah Laird. Makeup: Berta/Jed Root Inc. Stylists: Amy Auslander; Candace Clark. Food stylist: Joyce Sangirardi.