



## FAD DIETS: Atkins and Zone

By Matt Brzycki

**M**ake no mistake about it: Dieting is a multi-billion dollar business. As the term suggests, “fad” diets – like “fad” fashions – are those that are trendy for a while and then fade away only to resurface at some point in the future (sometimes with a new name). Fad diets have several things in common. First, they promise quick results – specifically, a rapid loss of weight. Second, they

severely restrict one or more food groups or macronutrients. Third, they make big promises but offer little proof.

An endless stream of fad diets has been popular at one time or another. A partial list includes the Algoxyl Diet, Ayurvedic Diet, Bikini Diet, Blood Type Diet, Body Type Diet, Cabbage Soup Diet, Carbohydrate Addict’s Diet, Detox Diet, Fit for Life Diet, Grapefruit Diet, Hollywood 48-Hour Miracle Diet, Immune