

Tug-of-War Weight Management Flashcard

US22OB00998

Flashcards bound together in a single 25-sheet tear-pad.
See following pages for full-size content.

Front
8.5"

Why is it so hard to lose weight? *And why does the weight return?*

After weight loss, the body fights to put the weight back on.

THE "TUG-OF-WAR" OF WEIGHT MANAGEMENT

WEIGHT LOSS		WEIGHT GAIN	
DECREASED CALORIES	INCREASED ACTIVITY	SLOWER METABOLISM	INCREASED HUNGER HORMONE
Eating less can lead to weight loss.	Being more active can also mean losing weight.	Weight loss can lead the body to react by:	Getting more efficient, burning fewer calories.
			Increases a hunger hormone, called ghrelin, which can lead to eating more.
			Decrease in hormones that help the body feel full.

While healthy eating and increased physical activity are important, for many people they may not be enough to keep the weight off.

When I heard that the hormones played a big part of our appetite... that was a big game changer for me.

Reneé
Novo Nordisk Patient Ambassador

11"

Back
8.5"

Did you know the brain is responsible for when and why we eat?

It's true. All day, the nervous system, which includes the brain, receives signals about appetite from hormones that come from different parts of the body, like the stomach, intestines, and fat tissue. Both the brain and these appetite hormones contribute to what, why, and how much we eat.

For HUNGER

Our brain responds to appetite hormones that say we need energy—sometimes even when we don't.
"I'm hungry. I should eat now."

For PLEASURE

Other times, even when we're not hungry, signals to our brain may cause us to eat for pleasure.
*"Dinner was great and I'm full, but now I want something sweet."
"My friends are going out to eat and I don't want to feel left out."*

The BRAIN RESPONDS

Reacting to hunger, pleasure, and other impulses, the brain works out what action to take.
*"I feel hungry, but didn't I just eat?"
"I'll have a salad. Maybe that will take care of my hunger."*

Tell Your Health Care Provider you are ready to create a weight management plan, and ask for their help.

Notes:

Ready to learn more?
Find out about treatment plans that include prescription medicines.
Visit [TruthAboutWeight.com](https://www.TruthAboutWeight.com)

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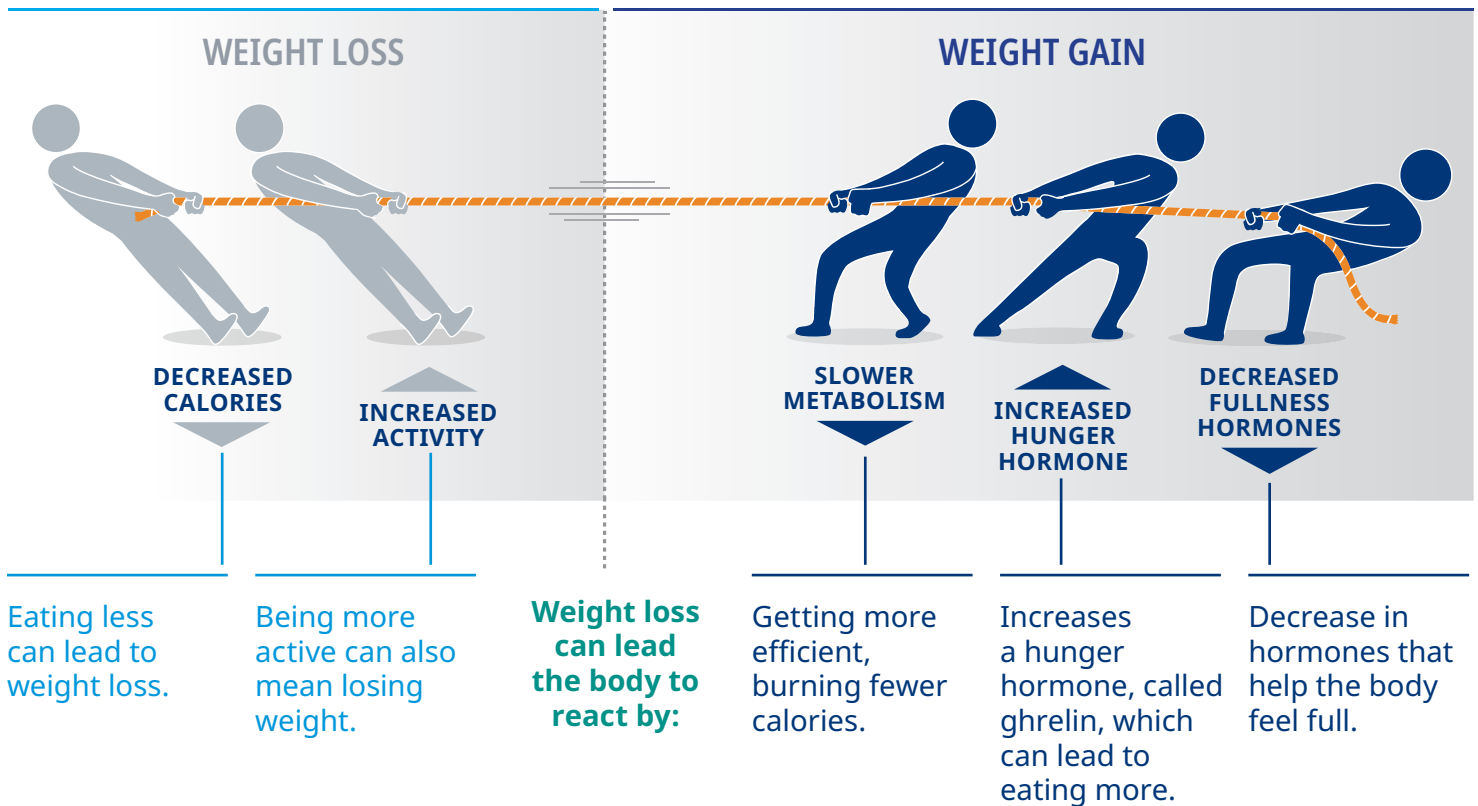
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