

Weight reducing diet

Avoid Junk food



Restrict soft drinks

high in calories and sugar, low in nutrients
carbonic acid or phosphoric acid

1 CAN of Coke = 170 calories

1 CAN of Pepsi = 130 calories

Diabetes in a can

Cancer in a can



Soft drinks, health hazards

Soft drinks, Health hazards

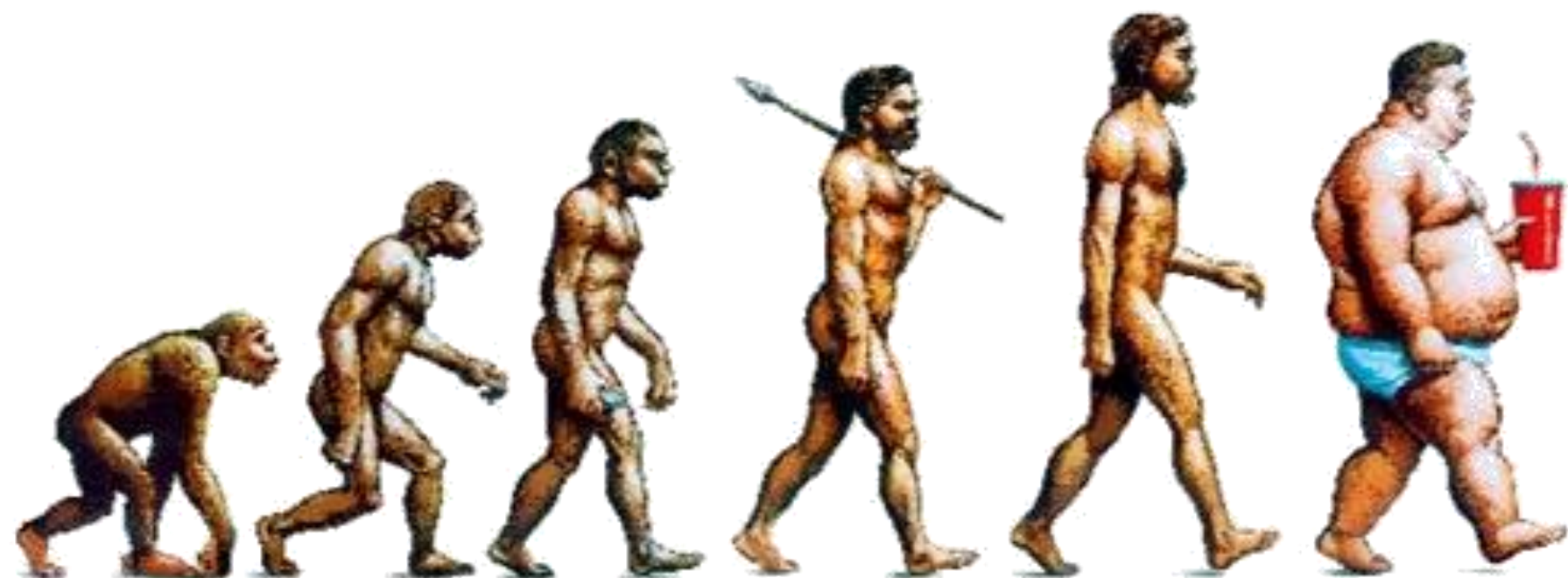
- Obesity
- Tooth decay.
- Caffeine dependence.
- Weakened bones
- Carbonic & Phosphoric acid irritates stomach,
- To neutralize it stomach uses calcium as antacid, calcium is derived from bones
- High caloric drinks rapidly passes thro' stomach, leaving stomach empty very soon, craving for further food intake

BMI-Associated Disease Risk

Classification		BMI (kg/m ²)	Risk
Underweight		<18.5	Increased
Normal		18.5-24.9	Normal
Overweight		25.0-29.9	Increased
Obese	I	30.0-34.9	High
	II	35.0-39.9	Very High
	III	≥40	Extremely high

Additional risks:

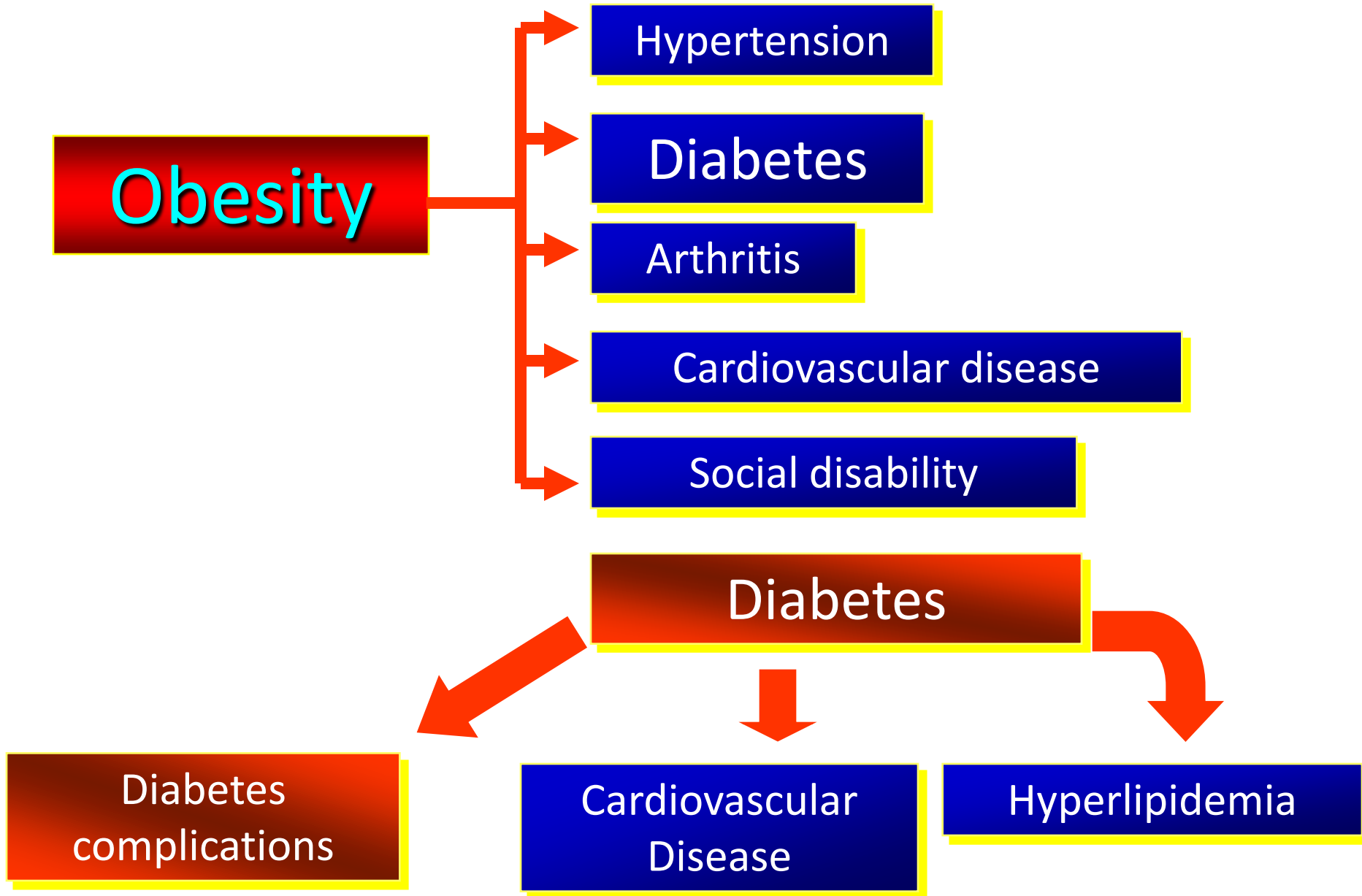
- Large waist circumference (men>40 in; women >35 in)
- 5 kg or more weight gain since age 18-20 y
- Poor aerobic fitness
- Specific races and ethnic groups





"My doctor told me to avoid any unnecessary stress, so I didn't open his bill."

Consequences of Obesity



Allow the child to eat

- Only in the dining room



- Only while seated



Restrict Sweets



Restrict Dairy products



Restrict Bakery food



- Eat slowly,
- Don't eat fast & hurriedly

THE ECONOMIC TIMES

On Saturday

BENNETT, COLEMAN & CO LTD



RETAIL SALES GROWTH IN Q4 MAY BE MARGINAL

BUSINESS OF BRANDS: PAGE 5

CAR TO GUIDE PSB MERGERS

ECONOMY, FINANCE & MARKETS: PAGE 7

PC MAKERS BET ON GREEN COMPUTING

EMERGING BUSINESS & IT: PAGE 6

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ET-INSTAPOLL

Is the present rally based on strong market fundamentals?

Yes: 26%, No: 72%, Can't say: 2%

TODAY'S QUESTION

Should Bollywood producers get a greater share of box-office revenues?

To vote, log on to

<http://economictimes.indiatimes.com>

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BRANDS & BUSINESS

Domestic airlines asked to align schedules

The civil aviation ministry has asked domestic air carriers flying to foreign destinations not to compete with each other and align schedules of their flights for better returns.

No junk food ads for kids below 12

HUL, PepsiCo, Coke & Kellogg's Join Hands To Help Reduce Child Obesity

FATLESS CAMPAIGN

INDIA PLEDGE

The Indian cos have already adopted independent internal voluntary guidelines in line with their parent companies to deal with issues such as advertising responsibly to children

Indian marketers are joining hands for the first

Expected to Join Campaign

- Groupe Danone
- Burger King
- General Mills
- Mars
- Ferrero
- Kraft

Obesity Levels In Children



(Expected figures by 2010, according to a study by International Journal of Pediatric Obesity)

In India, HUL, PepsiCo, Coke & Kellogg's

BETTER HOLD ON STICKY DEBTS

Provisioning norms reworked loans

Our Bureau
MUMBAI

CORPORATES will find it easier to manage sticky debts while banks can show a higher profit with the Reserve Bank of India tweaking the accounting rules for lenders. A day after the customary pre-monetary policy meeting with bankers, the RBI has relaxed provisioning norms for restructured loans. A loan is restructured when a corporate finds it difficult to service the loan interest or fail to repay the money it borrowed.

The new rule allows banks to make a lower provisioning — the amount which is knocked off from earnings — on loans which are restructured. This will not only improve bank bottomlines but also help several corporates which have been hit by the downturn. "This will help banks to take a quick decision on loan restructuring... For example banks can now proceed on restructuring the loans in Ratna-giri Power," said a senior official of RBI. Banks have a combined exposure of Rs 7,000 crore in Ratnagiri Gas and Power Private Ltd.

TACKLING BETTER

The new rule allows banks to make a lower provisioning on restructured loans

EASY FLOW

THE NORMS

The new rule also helps several by the downturn

THE EFFECT

This will not only also help several by the downturn Banks can compare value of a loan pre restructuring on the actual interest is charged to cost

Encourage to eat slowly, taking small
bites

Avoid Buffet style of meals



Eat

- Only from a proper plate

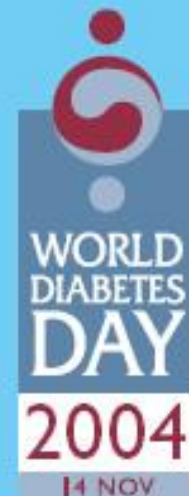
Only when not doing anything else

Only when Hungry and during habitual meals



FIGHT obesity

Prevent
diabetes



World Diabetes Day is co-sponsored by the International Diabetes Federation and the World Health Organization.

Obesity Treatment Pyramid

