

PRESS RELEASE

IFOP* study for the DUKAN method and diet**: a study of attitudes and opinions among people who have stabilized their weight

IFOP (French Institute of Public Opinion), an independent institution of great repute, was tasked with carrying out a survey among all the subscribers on the regimeDukan.com website currently in the 4th phase of the diet, i.e. the permanent stabilization phase. These people have followed the Dukan method using online coaching on the internet with interactive and personalized monitoring, receiving instructions and reporting back on their results daily.

Of the 2,934 people contacted by email between 17 and 27 December 2010, 1,525 took part in the survey by answering an online self-administered questionnaire.

THE AIMS OF THE SURVEY

To record the attitudes and opinions of users of the Dukan method subscribing to the regimeDukan.com website and in the stabilization phase and to use these to provide factual evidence to be set against criticism made of diets in general.

THE RESULTS OF THE SURVEY

1/ Almost 8 in 10 dieters rapidly attained and then stabilized their True Weight***

Individual True Weight was attained on average after 2.4 months of dieting (attack phase + cruise phase). On average the weight lost during these first two phases in the diet was 7.1kg / 15.7 pounds.

79 % of the people who had achieved their True Weight stabilized this weight over the average length of time studied which was 6.9 months.**

Dr Dukan's conclusion:

79% stabilization makes for a radically new statistic that runs completely counter to all previous statistics, in particular those produced by ANSES (the French Agency for Food, Environmental and Occupational Health & Safety) which state the exact opposite namely that 80 % of people fail to stabilize****.

The average time spent dieting to lose weight is short (2.4 months). Dieting for such a brief time is hardly consistent with developing vitamin or micro-nutritional deficiencies.

2/ Very high rates of satisfaction and recommendation and dieters stick with the 2 main measures in the stabilization phase.

98% of the people who stabilized their weight are SATISFIED with the Dukan Method in general and 70% of them are very satisfied.

92% have already recommended the method to friends and family and 91% will continue to do so in the future.

As for the permanent Stabilization phase itself, 80% found it EASY and 76% believe that they will continue with it easily over the long term. During this final phase, 98% of those answering the survey have continued to observe Protein Thursdays and 96% eat oat bran, 2 key and non-negotiable measures in this final phase that are to be followed for the rest of one's life.

3/ When approached by their patients who have stabilized their weight, the overwhelming majority of doctors gave their approval

53% of respondents spoke to a doctor about the method before, during or after the diet.

Of the 50% of respondents who spoke to their doctor during or after the diet, the opinion was favorable for 68% of these doctors and neutral for 24%.

Furthermore, of those who sought their doctor's advice before and during/after the diet (18% of respondents) this was **favorable for the vast majority** and increased significantly, going from 77% in favor before the diet to 84% during or after it.

Dr Dukan's conclusions

98% satisfied with the method in general and 80% who judge the stabilization phase to be easy – these are exceptional scores. What is more, 97% have incorporated the two main measures from my stabilization phase into their daily lives, thereby proving that they deem these measures to have a new, strategic importance for the control of their weight stabilization, which they had never managed before. The study confirms that the Dukan Method is built entirely around the confidence of the people using it, which is confirmed by an extremely high past and future recommendation rate of 92% and 91%.

Dr Dukan's conclusions

Contrary to the widely held view, more than one in two people following the Dukan diet have talk to their doctor about it. 92% of them were received favorably (68%) or neutrally (24%) which reflects the dieters' common sense and that doctors are favorably disposed towards my method.

Armed with this encouraging data, I am going to suggest to French general practitioners that they once again get involved with treating overweight people. To date there are only 300 nutritionists in France to deal with 20 million overweight people. If 200,000 French general practitioners worked in this field again, combined with action that reaches the masses such as the Book-method and Internet Coaching, this is to my mind the way to carry forward the fight against weight problems.

4/ Medical test results that improve

55% of respondents had medical tests carried out either before or after the diet. And 1 person in 4 had medical tests done before and after dieting.

53% of the medical tests carried out after the diet showed that these tests had improved, 39% remained unaltered and 6% of tests had slipped.

For the lipid profile test (cholesterol, triglycerides), 88% had improved or remained the same (51% had improved).

As for glycemia/ glycated hemoglobin, 92% of tests had improved or remained the same (38% had improved).

Liver function tests had improved in 17% of dieters (57% were unaltered and 26% did not know).

Kidney function tests had improved, remained unaltered or had not been taken in 97% of subjects and had slipped in 3%.

Dr Dukan's conclusions

Here again, general practitioners have proven how useful it is for them to be involved throughout the diet since 55% of respondents were able to benefit from having medical tests carried out.

These tests provide evidence of the health benefits of my diet and method. These results are even more relevant given that they came from the dieters themselves and their medical tests. These results are the complete opposite of those from the survey carried out by ANSES, results deduced virtually and theoretically from books for the general public on the 15 diets assessed.

Contrary to the concerns voiced by some onlookers, not only does my method not overload the lipid profile test (cholesterol and triglycerides) but for over one in two of those who have stabilized their weight, it improves it.

Everything argues in favor of this method being made more easily available to the public and brought to the knowledge of general practitioners so that they can get involved in fighting weight problems in one of two ways. Either, by limiting themselves to supervising those of their patients who on their own initiative follow my method, dissuading any who do not need it, and organizing clinical and medical tests at the start of the diet. Or they can follow my training seminars, so that they are then in a position to provide overall supervision for their patients themselves.

GENERAL CONCLUSION FROM THE IFOP SURVEY

The IFOP survey, carried out on a significant number of dieters (1,525 people who have followed the Dukan method **on regimeDukan.com and in the stabilization phase**) shows that 79% of them managed to consolidate and stabilize their weight loss over a period of 6.9 months.

98% of the dieters who have stabilized are satisfied with the Dukan method's results, 80% found the method easy and 92% have already recommended it and **91% will recommend it in the future.**

53% of those surveyed have spoken to their doctor about the method before, during or after the diet.

Of those who sought their doctor's opinion before, during or after the diet, this was favorable and this increased significantly, rising from 77% in favor before to 84% during or after the diet.

25% of those surveyed had medical tests carried out before or during the diet. **For over 9 in 10 people (92%) the results from these tests improved or remained unchanged.** 40% of respondents had medical tests done before dieting and 40% after dieting.

Dr Dukan's conclusions

Taken together, these results show that with the Dukan Method it is possible to achieve results acclaimed by almost all users in the stabilization phase being monitored daily with Internet coaching. These results present stabilization rates never seen before; the improved or unchanged medical test results for the overwhelming majority of dieters show that there are no side effects.

For 79% of dieters to achieve stabilization contrasts sharply with all other results collected ever since weight problem statistics have been recorded.

The recent Anses study that brings together a large number of multi-centre studies determined the number of stabilized cases to be at 20%**** whereas the figure for the IFOP Dukan method survey is almost at 80%.

Given that the Dukan Method's results (weight-loss and stabilization) have been achieved with the help of on-line coaching that can be used with large groups of people, the method opens up new possibilities for large-scale weight loss that match up to the sheer size of the challenge currently faced.

For further information or to request a full copy of the IFOP survey, please contact:

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APPENDICES

***Source : IFOP Survey – Evaluation of people who have stabilized their weight.**

A survey carried out online from 17 to 27 December 2010, using a self-administered questionnaire sent by email to people in the stabilization phase, subscribing to the regimeDukan.com web site.

A representative sample of 1,525 people replied.

****The Dukan method** is based on eating 100 foods – 72 high in protein and 28 vegetables. Dieters can eat as much as they want of these 100 foods. The diet is divided into 4 phases; 2 for weight loss and 2 to stabilize the weight lost.

1-The Attack phase only uses the 72 protein-rich foods; it is short – 2 to 7 days - and rapid as regards weight loss results (1.5 to 4 kg / 3 to 9 pounds) + 20 minutes walking and 1.5 tablespoonfuls of oat bran.

2-The Cruise phase now 28 vegetables are added to the 72 attack foods, weight loss progresses at about 1 kg / a couple of pounds a week until the True Weight is reached + 20 minutes walking and 2 tablespoonfuls of oat bran.

3-The Consolidation phase keeps the first 100 foods, still AS MUCH AS YOU WANT, and adds 2 pieces of fruit, 2 slices of whole meal bread, 40g / 1 ½ oz cheese per day and two portions of starchy foods and 2 celebration meals per week + 25 minutes walking and 2.5 tablespoonfuls of oat bran. The length of time this phase lasts is based on 5 days for every pound lost.

4-The Stabilization phase is when the diet becomes unrestricted whilst still keeping to the consolidation phase's basic eating principles and sticking to three simple, concrete, extremely effective, virtually painless but non-negotiable measures i.e. Protein Thursdays, not using lifts and escalators and 3 tablespoonfuls of oat bran + 20 minutes walking per day.

*****True Weight** : each person's True Weight is a concept specific to the Dukan method that when calculated includes an individual's personal features so that it is possible for them not only to attain this weight but more importantly to maintain it. (11 parameters - including gender, age, the maximum and minimum weight ever weighed, family history, bone structure, number of pregnancies, the weight the dieter would like to be at and the weight they have stayed at for the longest time and how quickly they want to lose weight). These specific and personal parameters mean that this weight can be not only attained but more importantly maintained.

****** According to the experts' report conducted by Anses in November 2010,** one year after finishing their diet 80% of dieters regain the weight they lost (source: Press Kit – p.12).