

# DukanDiet™

## PRESS/MEDIA

## The Diet Everyone (Including Kate Middleton) is Obsessing Over

The logo for COSMOPOLITAN magazine, featuring the word in a bold, pink, sans-serif font.

*Wanna know how French women—and one very famous Brit—stay looking so slim and smoking hot without becoming slaves to the gym or tasteless meals? By following these four steps...*

<http://www.cosmopolitan.com/advice/health/the-dukan-diet-kate-middleton-weight-loss>

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## Au Revoir Atkins, Bonjour Dukan

The logo for THE HUFFINGTON POST, with 'THE' in a smaller font above 'HUFFINGTON POST' in a larger, green, serif font.

*When it comes to losing weight, will the French have credibility with Americans? We'll find out next month when France, land of the thin, will be exporting a diet plan to America, home of the weight challenged! But, the answer, judging by Amazon pre-sales, appears to be YES!*

[http://www.huffingtonpost.com/susan-yager/au-revoir-atkins-bonjour-\\_b\\_838558.html](http://www.huffingtonpost.com/susan-yager/au-revoir-atkins-bonjour-_b_838558.html)

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## What Are the Stars Eating to Stay Fit?

The logo for CELEBUZZ!, featuring the word in a bold, white, sans-serif font on a red rectangular background.

*It's not just Hollywood that has a few stay-slim tricks up its sleeve: Duchess of Cambridge Kate Middleton and her sister Pippa reportedly follow the Dukan Diet, a four-phase plan that starts with an all-protein approach before slowly returning to carb-based foods. Jennifer Lopez and Katherine Jenkins are also fans.*

<http://www.celebuzz.com/2012-08-17/kim-kardashian-miley-cyrus-and-lady-gagas-weight-loss-secrets-5-celebrity-diet-fads-video/>

## Willpower is the Key to the Dukan Diet



*Created by Nutritionist Dr. Pierre Dukan, the diet became popular in France more than 10 years ago and it is now quickly gaining popularity throughout the rest of Europe and the U.S. as well. In fact, stars ranging from Jennifer Lopez to Jessica Szohr are purported to owe their sleek and sexy bodies to this diet.*

<http://www.suntimes.com/lifestyles/health/3525297-423/diet-dieters-phase-weight-dukan.html>

## The Dukan Diet: Get the Facts



*If you haven't heard of the Dukan Diet, odds are that you soon will. This new diet trend is sweeping across Europe. Reportedly, even Princess Kate Middleton turned to this method, which promises you can eat whatever you want without gaining weight. Is it too good to be true? Dr. Oz weighs in.*

<http://www.doctoroz.com/videos/dukan-diet-get-facts>

## No More Weighty Katie?



*Is Kate, 29, dieting too hard to get ready for her big day, or is the stress getting to her? Her Mother, Carole, is confirmed to be on the Dukan Diet, a French protein-and-lean-meat program that promises dramatic results – and it's rumored that Kate is too.*

[http://www.nypost.com/p/news/international/royalwedding/no\\_more\\_weighty\\_katie\\_c5BQw4kPYOGmOVgx3x9zMP](http://www.nypost.com/p/news/international/royalwedding/no_more_weighty_katie_c5BQw4kPYOGmOVgx3x9zMP)

## Protein & Vegetable Celebrity Diet

The LIVESTRONG logo is displayed in white, bold, sans-serif capital letters on a solid yellow rectangular background.

*Eating a diet that consists of lean proteins and vegetables is a healthy way to lose weight. A specific diet, the Dukan Diet, is a structured meal plan that consists of four separate phases. Many celebrities, including Kate Middleton, have endorsed the diet. French physician Dr. Pierre Dukan created the diet to help people lose weight and keep it off.*

<http://www.livestrong.com/article/557613-protein-vegetable-celebrity-diet/#ixzz246gFQmtF>

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## Bridal Hunger Games - Losing Weight in Time for the Wedding

The New York Times logo is shown in a black, classic serif font.

*The Atkins diet inspired the South Beach diet, which, most recently, has been popular as the high-protein, low-fat Dukan diet. "I didn't want to be a fat bride," said Casey Crisefi, 31, of Havertown, Pa., who lost 70 pounds on Dukan.*

[http://www.nytimes.com/2012/04/15/fashion/weddings/Losing-Weight-in-Time-for-the-Wedding.html?\\_r=2](http://www.nytimes.com/2012/04/15/fashion/weddings/Losing-Weight-in-Time-for-the-Wedding.html?_r=2)

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## Healthy Hollywood: Try It On Tuesday – A Kate Middleton-Inspired BBQ!



*The high-protein meal plan phenom, The Dukan Diet, was rumored to be the go-to weight loss regimen at last year's Royal Wedding and now you can apply those same meat-loving principles to keep you slim in the summertime.*

*The Dukan Diet, which also reportedly helped Penelope Cruz and Jennifer Lopez shed their post-baby weight, is all about eating lean protein, while restricting other types of food. For your next BBQ, Dukan nutritionist Simone Gloger has this suggestion, "Serve a variety of healthy Dukan Diet dishes likes crab cakes, shrimp cocktail and chicken skewers. This can help maintain your weight loss and keep your guests' waistlines from expanding as well!"*

[http://www.accesshollywood.com/healthy-hollywood-try-it-on-tuesday-a-kate-middleton-inspired-bbq\\_article\\_67305](http://www.accesshollywood.com/healthy-hollywood-try-it-on-tuesday-a-kate-middleton-inspired-bbq_article_67305)

# People®

## Dukan vs. Atkins - Then and Now



<http://www.people.com/people/archive/article/0,,20559408,00.html>

# SHAPE

## The Latest Celebrity Diet Trends



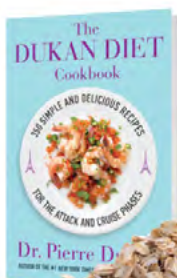
She famously bared her bod in a risqué lingerie get-up in a college fashion show that is said to have hooked her Prince Charming, but after the engagement, Duchess Kate Middleton reportedly turned to French-based Dukan Diet to further trim her royal physique. Creator Dr. Pierre Dukan uses a protein-heavy four-step plan that almost anyone can follow, eating only select foods for certain “phases” until you meet your weight-loss goals.

Get a copy of the book and then sign up for online coaching and motivational stories from other dieters.

<http://www.shape.com/celebrities/celebrity-photos/latest-celebrity-diet-trends>

# ELLE

## Hunger Games: The Best Diets for Weight Loss



### The Plan

High-protein and low-fat, the Dukan Diet, a favorite of ELLE Euro editors, gained a stateside following when it was rumored to be the diet of choice for Kate Middleton and her mom.

### Editor's Take

This is why French women stay slim! In the first five days, I dropped six pounds with no hunger pains. Being an emotional eater, I found the diet challenging at first (stress? sugar, now!), but I killed cravings with a Greek yogurt or an extra cup of coffee. The Paris-based MD behind the plan, Pierre Dukan, lets those who are both weary and wary of protein-centric

programs get a Dukan-approved carb fix with tastyish oat-bran-based "pancakes" made from oat bran, eggs, and cottage cheese.

### The Results

After a motivating initial Attack phase, I transitioned to the Cruise phase, which alternates between a day of just protein (think meat, eggs, and nonfat dairy) and a day of these proteins plus greens. I lost 11 pounds in four weeks (one whole dress size!). And because I never feel hungry, Dukan will be a sustainable option for me.

<http://www.elle.com/beauty/health-fitness/hunger-games-the-best-diets-for-weight-loss-4>





## Penelope Cruz's Swashbuckling Shape Up



Johnny Depp's a hard man to upstage, but at this week's premiere of *Pirates of the Caribbean: On Stranger Tides*, one woman managed it.

*Pirates'* newcomer Penelope Cruz stole the show in a Givenchy dress, perfectly framing her enviable cleavage and trim waist. Looking at the 37-year-old's amazing body it's hard to believe she gave birth to her first son, Leo, less than four months ago.

Most new mums hide their bodies under baggy clothes but not Penelope. As she braved the red carpet looking slim and radiant, it wasn't hard to see why the Spanish star topped a poll of the world's most beautiful women last year, and why actor Javier Bardem is such an envied husband.

In the new *Pirates* film, Penelope plays Angelica, an old flame of Depp's character Captain Jack Sparrow, with whom he embarks on a mission to find the fabled Fountain of Youth. But unlike many of her contemporary female stars, Penelope's not on a quest for eternal youth.

"I never want to lie about my age," she says. "If I look around at other actresses I admire, they're all women who haven't fought against growing older, they've embraced it – people like Sophia Loren or Audrey Hepburn."

Refreshingly, Penelope's never followed Hollywood beauty fads and the curvaceous star has taken an active stand against the size zero trend. When guest editing an edition of *French Vogue*, she featured provocative and almost nude shots of size 12 model Crystal Renn.

### How she perfected her curves

Unlike many Hollywood health food addicts, Penelope happily admits to the odd indulgence – even on the way to an award ceremony! "I ate a burger and then went on the red carpet," she admits. "I do it, like, once a week. It's my little treat."

The actress credits her curvy figure to sticking to the fish and vegetable-packed meals she grew up with, such as tapas and paella. "I love Spanish food," she explains. "My diet's Mediterranean. I eat well but try to eat healthily."

However, since giving birth she's had to work that little bit harder to regain her figure and has reportedly been following the high-protein Dukan diet.

Penelope's lifelong love of dance has also helped to ensure that her muscles soon snapped back into shape – she trained as a ballerina from the age of four to 18.

"I love ballet and dancing. It's a little boring for me to go to the gym because I'm used to dancing. It's really hard but much more fun," she says.

Her trainer Gunnar Peterson encourages her to use kettlebells to improve her strength, posture and flexibility, and she learned to sword fight on set.

However, her final secret weapon is to simply get more shut-eye! "Sleep is the best way to happiness and beauty," she says. "My record is 18 hours!"

### Penelope's food rules

#### 1. Have treats

Why it works: Studies show banning 'naughty' foods makes dieting more likely to fail as you crave them and end up bingeing.

Try it: Pick one day to ditch the diet and eat what you want.

#### 2. Head for the Med

Why it works: Countless studies show that following a traditional Mediterranean diet keeps you slimmer – and protects against heart disease.

Try it: Eat more fish, beans, olive oil, fruit and vegetables.

#### 3. Protein power

Why it works: The French Dukan diet is a high-protein diet similar to Atkins, but the focus is on low-fat protein. This makes your body produce ketonic cells that are an effective appetite suppressant.

Try it: Eat fewer carbs and lean proteins like fish and low-fat dairy.

#### 4. Sleep easy

Why it works: Studies, including one published this year in the *International Journal of Obesity*, have shown that lack of sleep can slow down your metabolism.

Try it: Aim for six to eight hours each night. Many people find following a bedtime ritual helps – a hot bath, then a warm drink and some light reading in bed.

#### 5. Love food

Why it works: Don't think of food as bad – it's fuel and one of life's pleasures. Associating it with guilt can lead you to cycles of overeating and purging.

Try it: Look forward to your mealtimes and savour them.

<http://www.mirror.co.uk/3am/celebrity-news/penelope-cruzs-swashbuckling-shape-up-128854>



## The Secrets To Jennifer Lopez's Hot Body: 4am Workouts and...

**No pain, no gain!**



Jennifer Lopez may have one of the hottest bodies on the stage, but it doesn't come effortlessly for the 42-year-old.

New details about the hot mama's workout and diet regiment have been revealed, and prove that the ex-American Idol judge has to work HARD to look that good.

"She gets up at 4 a.m., six days a week and does 90 minutes of Pilates and dance cardio," a source close to the star dished to UK's Heat magazine about her early morning exercising. "She works out like crazy."

Lopez, who has worked out with Gunnar Peterson for several years and more recently became a fan of The Tracy Anderson Method, also has been known to follow the high-protein Dukan Diet, which was made famous by Kate Middleton.

"She has an assistant who brings her snacks at exact times," the source explains about how Jennifer sticks to her diet plan.

<http://www.radaronline.com/exclusives/2012/07/jennifer-lopez-workout-diet-secrets>



# People®

## 2011 Trends

2011 TRENDS

**WORDS of the YEAR!**

**Occupy**

To take over a park, neighborhood or even Sesame Street with group protests.

**Winning**

See also: Losing. Charlie Sheen's ironic catchphrase during his tiger-blood-infused meltdown.

**9-9-9**

The catchy shorthand for ex-presidential contender Herman Cain's flat-tax plan.

**Tiger Mom**

An overbearing, überstrict and demanding parent—popularized by author Amy Chua.

**Fracking**

Short for "hydraulic fracturing," the controversial natural-gas drilling technique made headlines for tainting drinking water.

**Fauxdashian**

The term used to describe a Kardashian wannabe, as in "that tight dress is so fauxdashian."

**The Dukan Diet**

After royal mom-in-law Carole Middleton told reporters she'd lost weight on the four-phase high-protein, low-carb diet, the nutrition plan went viral. Fellow converts reportedly include Gisele Bündchen and Jennifer Lopez.

**Feather Hair Clips**

The year's big hair accessory was totally for the birds, as X-Factor judge Nicole Scherzinger demonstrated in May.

**Animal Sweaters**

After fauna-themed tops appeared in Marc Jacobs's and Balenciaga's fall shows, the trend became a ready-to-wear fave, even for the likes of Taylor Swift (wearing Topshop, right).

**Nail Stickers**

With devotees like Katy Perry and Rihanna leading the way, stick-on nail art in everything from pink-leopard print (below) to snakeskin took salons by storm.

**Zumba**

The sexy Latin dance-inspired fitness craze became a hit at gyms around the country, drawing famous fans like Kirstie Alley, Jennifer Lopez, Jordin Sparks and Vivica A. Fox, a Zumba pitchwoman.

108

<http://www.people.com/people/archive/article/0,,20559407,00.html>

