

THE END OF CALORIE COUNTING: NEW CONCEPT IN WEIGHT MANAGEMENT LAUNCHES IN UK

NEW PROGRAMME BASED ON IDENTIFYING AND MANAGING INFLAMMATORY RESPONSE TO FOOD - CHALLENGES CONCEPT OF CALORIE COUNTING AS EFFECTIVE WAY TO CONTROL WEIGHT

Novo, the first complete weight management programme based on an entirely new understanding of the cause of excess weight - immune response to certain foods causing inflammation, is to launch in the UK in October. Novo, from Immogenics, is a sophisticated new lifestyle programme based on the results of a blood analysis that measures an individual's inflammatory response to over 100 common foods. Novo provides a fully supported bespoke diet programme for each customer based on eliminating those foods that cause an inflammatory reaction.

Novo has repeatedly demonstrated the ability to reduce body weight by as much as 10% in as little as four weeks without reducing calorie intake. The programme represents an evolution in the way we link food and weight-loss and approach the concept of dieting. It rejects calorie counting and avoidance of sugar, fats, proteins or carbohydrates in attempts to 'fool' or discipline the body.

Orthodox weight management is built on the precept that excess energy, consumed in the form of food (glucose) and not expended in the form of exercise, is converted to fat. Conversely, reducing food intake while increasing exercise results in stored fat being burned as an alternative to glucose, leading to a reduction in fat stores and a consequential reduction in weight.

Novo challenges calorie restriction as a means of weight management and introduces the theory that we gain or lose weight depending on our individual immune response to food and how an inflammatory immune response severely impacts our ability to convert stored fat to energy.

As food is absorbed, the immune system will react to certain foods with an inflammatory response. Any inflammatory reaction has the combined effect of reducing energy levels and storing fat by:

- reducing the amount of glucose delivered to muscle cells by subverting the action of carrier proteins needed to cross the muscle cell membrane
- increases the amounts of glucose stored in the fat cells
- reducing the amount of oxygen delivered to the muscle cells by impairing the efficiency of red blood cells.
- decreases the availability of fat as a secondary fuel source by subverting the action of carrier proteins
- promotes the creation of extra adipocytes (fat storage cells)
- increases appetite to compensate for impaired energy conversion
- decreases available energy to compensate for impaired energy conversion

By identifying and eliminating those foods that cause inflammation we reduce any interference in our ability to efficiently convert food and stored fat into energy.

"The majority of diets fail as restricting calorie intake or omitting food groups is unsustainable in the long term and ultimately these types of diets are unhealthy," said Clare Dodgshon, consultant nutritionist to Immogenics.

"With Novo, a small blood sample is required to provide customers with a personal assay of those foods which are stimulating an immune response and could be causing inflammation and unexplained weight gain.

"Novo pinpoints foods that require elimination from the diet and, perhaps more constructively, those that can be eaten with complete freedom whilst advocating a healthy and balanced diet. This programme is all about efficient energy conversion, rather than energy restriction - there is no need to go hungry, eliminate whole food groups like carbohydrates or laboriously calculate calorie intake and expenditure. I believe the Novo programme could mean re-writing the text books on effective weight management."

In addition to their own individual diet programme, customers receive a CD-ROM containing in-depth help notes, menu planners and weight monitoring software. The programme is supported by full web services including automated booking facilities and support services. Novo will retail at £350 and is available through, selected health clubs, health spas and clinics. Consultations can be arranged by booking an appointment on-line at www.immogenics.com or by calling the customer services line on 0845 226 5858.

Immogenics has been available in the UK on a selected basis with professional sports clubs, elite athletes and nutritional experts. It was introduced into Holland at the beginning of the year and is now widely accepted as an effective weight loss method.