Update

- Curves / Avon Fitness Challenge
- Weight Loss Challenge
- 30/30 Diet Update
- Impact

What is the greatest impact of starting the Curves fitness program?

A. Weight Loss
B. Fitness Gains
C. Health Gains
D. Attitude Change
Fitness Challenge II

- Participants (29,220)
  - 44.8±13 yrs
  - 185.1±44 lbs
  - 64.5±3 in
  - 31.3±7 BMI
  - 38.3±7 % body fat (BIA)
  - 76±11 bpm (8,409)
  - 124±16/80±11 BP (11,024)
  - 194±35 mg/dl CHL (2,138)
  - 101±28 mg/dl Glucose (1,423)

All data significant (p<0.00)
Alcohol Intake (wk)  Alcohol Intake (month)  Calcium Intake  Sugar Intake  Fiber Intake  Fat Intake

Pre- to Post Percent Changes (p<0.05)

Attitudes / Barriers about Exercise  Impact of Curves Pre / Post

<table>
<thead>
<tr>
<th>Attitudes / Barriers about Exercise</th>
<th>Impact of Curves Pre / Post</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unsure</td>
<td>13.4% / 2.2%</td>
</tr>
<tr>
<td>Uncomfortable</td>
<td>20.7% / 4.7%</td>
</tr>
<tr>
<td>No Time</td>
<td>47.7% / 26.9%</td>
</tr>
<tr>
<td>Too Tired</td>
<td>35.6% / 17.2%</td>
</tr>
<tr>
<td>Too Boring</td>
<td>8.9% / 2.7%</td>
</tr>
<tr>
<td>No Need to Lose</td>
<td>1.2% / 0.7%</td>
</tr>
<tr>
<td>Disability</td>
<td>4.3% / 2.8%</td>
</tr>
</tbody>
</table>
Fitness Challenge II

Significant improvements in body composition, markers of health, and health behaviors can be achieved within 30-days of starting Curves!

What is the greatest impact of starting Curves?

A. Weight Loss
B. Fitness Gains
C. Health Gains
D. Attitude Change
Is the Curves program more effective than other fitness and weight loss programs?

A. Yes  
B. No  
C. Don’t know

Weight Loss Challenge

Curves Honey Crunch VS Special K
Study Design

8.5 Months of Curves Training

Testing Intervals

<table>
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<tr>
<th>2 Wk</th>
<th>8 Wk</th>
<th>6 Months</th>
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</thead>
<tbody>
<tr>
<td>1,200 kcal/d</td>
<td>1,600 kcal/d</td>
<td>2,600 kcal/d</td>
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</table>

Curves/GM Program (HCHO) versus Special K® Weight Loss Program

Interruption: 2d @ 1,200 kcal/d

Participants (81)
- 41.1±11 yrs
- 35.5±5 BMI

- At 0, 2, 10, 14, 22, 36 W:
  - Dietary Records (4-d)
  - Psychometric Tests
  - Body Composition/Bone Density (DLEXA)
  - Total Body Water (BIA)
  - Hip & waist measurement
  - Resting HR & BP
  - Fasting Blood Samples (12h)
  - Resting Energy Expenditure (REE)

- At 0, 10, 14, 22, 36 W:
  - Maximal Stress Test
  - 1RM Bench Press
  - 80% of 1RM on Bench Press
  - 1RM Leg Press
  - 80% of 1RM on Leg Press
  - Side effects were monitored by an RN on a weekly basis

Weight Loss

FASEB J. 720.7, 720.8, LB458, 2009
Weight Loss Challenge

Curves structured fitness and weight loss program was more effective than the Special K Diet Program!

Is the Curves program more effective than other fitness and weight loss programs?

A. Yes
B. No
C. Don’t know
Is the Curves 30/30 diet effective?

A. Yes
B. No
C. Don’t know

Curves 30/30 Study

• Purpose
  – To optimize metabolic changes in response to weight loss
  – Attempt to promote a stepwise reduction in weight
  – Attempt to have less of a negative impact on metabolism
  – Attempt to promote adherence
Curves 30/30 Study Design

Preliminary Results

6 Months of Curves Training

<table>
<thead>
<tr>
<th></th>
<th>1 Wk</th>
<th>1 Month</th>
<th>1 Wk</th>
<th>1 Month</th>
<th>1 Wk</th>
<th>1 Month</th>
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<tbody>
<tr>
<td>1,200 kcal/d</td>
<td>2,200 kcal/d</td>
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<tr>
<td>1,500 kcal/d</td>
<td>Intermittent 2d / 1,200 kcal/d</td>
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<td>Intermittent 2d / 1,200 kcal/d</td>
<td></td>
</tr>
</tbody>
</table>

n = 25
Curves Smart (3/wk)
30 min walk (3/wk)

- At 0, 1, 2, 3, 4, 5, 6 M:
  - Dietary Records (4-d)
  - Psychometric Tests
  - Body Composition/Bone Density (DEXA)
  - Total Body Water (BIA)
  - Hip & waist measurement
  - Resting HR & BP
  - Fasting Blood Samples (12h)
  - Resting Energy Expenditure (REE)

- 80% of 1RM on Bench Press
- 80% of 1RM on Leg Press

Progressive weight loss!

<table>
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<tr>
<th>Change (lbs)</th>
<th>0</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
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</thead>
<tbody>
<tr>
<td>Months</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
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</table>

JISSN 6:P17, 2009 n = 16
30/30 Study

Energy expenditure rebounds!

Resting Energy Expenditure

![Graph showing resting energy expenditure over months with two lines: Exercise and Exercise + 30/30 Diet.]

30/30 Study

High protein diet more effective!

Weight Loss

![Graph showing weight loss over months with two lines: CHO and PRO.]

n = 16

n = 25
30/30 Study

Fat Loss

High protein diet more effective!

30/30 Study

Resting Energy Expenditure

High protein diet more effective in maintaining REE!
Curves 30/30 Diet

Preliminary data indicates that the Curves 30/30 diet plan is an effective way to promote progressive weight loss while preventing large decreases in metabolism!

Is the Curves 30/30 diet effective?

A. Yes
B. No
C. Too early to tell
Is Curves research making an impact?

A. Yes  
B. No  
C. Don’t know

Research Collaborations
Is Curves research making an impact?

A. Yes
B. No
C. Don't know
The most extensively studied and scientifically validated exercise & weight loss program in the world!

esnl.tamu.edu

curves.tamu.edu

ExerciseAndSportNutrition.com