

# Wise Choices for a Healthy Diet and Lifestyle

## Lean Beef Promotes Weight Loss, Lean Bodies and Heart Health

Higher-protein diets are becoming more and more popular as people seek new ways to achieve weight loss that will also keep them feeling full and satisfied.<sup>i</sup> New research, called the Beef WISE (**W**eight **I**mprovement, **S**atisfaction and **E**nergy) Study shows that lean beef can be as effective as other proteins for weight loss potential.<sup>ii</sup>

**Eating lean beef, as part of a healthy, higher-protein diet, combined with exercise, can help people lose weight and fat mass while maintaining lean muscle and supporting a healthy heart.<sup>ii</sup>**

## Meals That Nourish



Classic Beef Kabobs



Grilled Southwestern Steak

1

### STRONG, HEALTHY BODIES

Weight loss should result in decreased body weight while preserving lean muscle to achieve a healthy body composition and overall strength. In this new study, lean beef – as part of a healthy, higher-protein diet, combined with exercise – helped people lose fat while preserving lean muscle. In fact, 90-95% of the weight lost came from fat.<sup>ii</sup>

2

### SUPPORTING HEART HEALTH

While following a higher-protein diet with lean beef, participants in the same study not only effectively lost weight and improved lean body composition – they also did so without negatively impacting risk factors for heart disease, such as total or LDL cholesterol or blood pressure.<sup>ii</sup>

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### REALISTIC DIETS

Including a variety of foods people already enjoy can help them embrace and adhere to a healthy diet.<sup>iii</sup> This recent research study demonstrates that lean beef doesn't have to be restricted in a higher-protein, weight loss diet and contributes to the growing body of evidence demonstrating the positive role of lean beef in a healthy diet.<sup>iv,v,vi</sup>

i Leidy HJ et al. The role of protein in weight loss and maintenance. *Am J Clin Nutr* 2015;101:1320S-9S.

ii Sayer RD, et al. Equivalent reductions in body weight during the Beef WISE Study: Beef's Role in Weight Improvement, Satisfaction, and Energy. *Obes Sci Pract* 2017. Available at: <http://onlinelibrary.wiley.com/doi/10.1002/osp4.118/full>

iii Wycherley TP, et al. Self-reported facilitators of, and impediments to maintenance of healthy lifestyle behaviours following a supervised research-based lifestyle intervention programme in patients with type 2 diabetes. *Diabet Med* 2012;29:632-9.

iv McNeill SH. Inclusion of red meat in healthful dietary patterns. *Meat Sci* 2014;98:452-60.

v Roussell MA, et al. Beef in an Optimal Lean Diet study: effects on lipids, lipoproteins, and apolipoproteins. *Am J Clin Nutr* 2012;95:9-16.

vi Roussell MA, et al. Effects of a DASH-like diet containing lean beef on vascular health. *J Hum Hypertens* 2014;28:600-5.