

# Weight loss advertising could be light on truth

Have you ever seen a weight loss or body shaping advertisement that seemed too good to be true?

Recently, I read one suggesting that a new electrical stimulating device could offer the user the equivalent of "3,000 sit-ups without moving an inch." It went on to say that you could obtain the benefits of "10 miles of jogging while laying flat on your back."

With the popularity of exercise increasing, many overweight people are confronted with gimmicks, gadgets, and fads that are promoted as "miraculous" methods to reduce body weight and fat stores. Several of the newer contouring and muscle building machines suggest that a "beautiful body" is just weeks away. Although some of these methods are legitimate and reasonably effective, many have no practical value.

**THE DESIRE** for a more attractive body has spawned a \$25 billion dollar industry that is growing at the rate of more than 1 billion dollars a year. Unfortunately, fraudulent advertisements for diet pills, weight



fitness  
**Barry Franklin**

reducing garments, miracle diets, and effortless exercise devices often provide scientific information that is taken out of context. Others suggest results that are the rare exception, rather than the rule.

It is not surprising that most manufacturers now include in their advertising (in small print, of course) the recommendation that a diet and fitness program accompany their product to maximize its effectiveness.

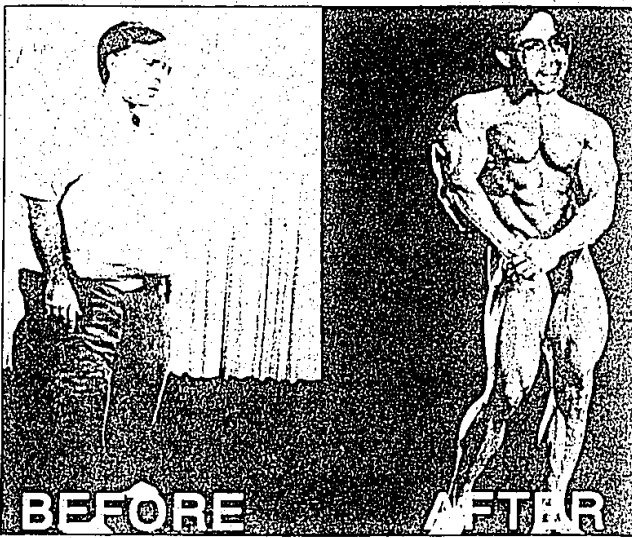
Some advertisements incorporate "before" and "after" photos to illustrate the effectiveness of a regimen. Have you ever seen anyone in the "after" photograph who wasn't smiling? The fact of the matter is, such photos can be extremely misleading. In some cases, the product being

touted had little or nothing to do with the ultimate weight loss. In other instances, the "before" and "after" photos were taken years apart, or different people may have been shown. Finally, photos can be altered or retouched, as illustrated by my "before" and "after" shots.

Each year, thousands of people fall prey to clever advertisers who promote sensational products to improve the figure and reduce body weight. Unfortunately, the primary reduction generally occurs in the consumers' wallet.

If the advertisement seems too good to be true, it probably is.

**Barry Franklin, Ph.D.**, is director, Cardiac Rehabilitation and Exercise Laboratories, William Beaumont Hospital, Royal Oak, and associate professor of physiology, Wayne State University, School of Medicine.



With the help of props, Barry Franklin poses for the classic "before" and "after" photos. He asks: "Have you ever seen anyone in the 'after' photograph who wasn't smiling?"

## OCC holds women's health fair

A Women's Health Fair will be held 10 a.m. to 4 p.m. Tuesday, April 14, at the Oakland Community College Highland Lakes campus.

Free health screening and wellness programs will be presented through the day. The program is free and open to the public.

Participating health organizations include the American Red Cross, the American Cancer Society, Planned Parenthood, the St. Joseph Hospital Fox Center, the American Diabetes Association, the Alzheimer's Association, the Palmer Drug Abuse Program, the American Lung Association, the Women's Survival Center and Huron Valley Hospital.

After the fair, author and lecturer Dr. Paul-Pearsall presents "Making

Miracles: Ten Choices, Ten Lessons", a discussion of scientific evidence that life's crises and tragedies aren't random events, but products of immutable cosmic laws.

Pearsall is founder and former director of the Detroit Sinal Hospital Problems of Daily Living Clinic and author of "Super Immunity," "Super Joy" and "The Power of Family."

Admission to the lecture is \$3. Tickets are available through the Highland Lakes student activities office. Because seating is limited, advance ticket buying is recommended.

Additional information is available by calling 360-3041. The campus is at 7350 Cooley Lake Road, Union Lake.

## Agency needs parent aides

Volunteers are needed to act as parent aides in Oakland Family Services' "Partners in Permanency Program."

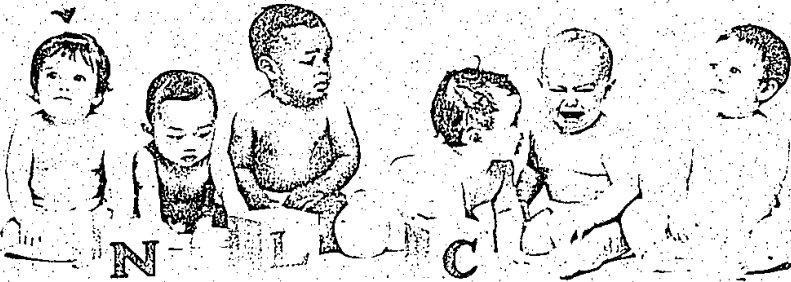
The parent aide offers support to the family through a one-a-week contact with them. The families in

the program benefit from contact with the volunteer who has chosen to work with them.

For further information, call Jeanno Sadler, Sally Knaack or Mary Kaye Neumann at 658-7766.

## NEW LIFE CENTER

# Why is little Annie crying?



# She just found out she wasn't born at Providence.

And being born at Providence has meant starting life right for more than 200,000 babies.

Your baby deserves the same great start. So when you want to find the right hospital and the right physician, rely on Providence.

We offer many options to give birth:

- The Family Birthing Center designed for families who prefer a safe alternative to home birth.
- Intimate Labor-Delivery-Recovery (LDR) rooms where 80 percent of our births take place.

- High-risk LDRs backed by our Level III Neonatal Intensive Care Unit for specialized newborn care.

If you wish to select a Providence obstetrician/gynecologist or family practitioner who delivers at Providence, please see the list below. For a referral to another Providence primary care physician or specialist, call our Physician Referral Service.

Providence Physician Referral Service  
424-3999 or 1-800-968-5595.

## PROVIDENCE

Providence Hospital and Medical Centers

Choose one of these physicians and have your baby at Providence:

### OBSTETRICS/GYNECOLOGY

- Marlene A. Albee, M.D. Farmington Hills - 477-5663
- Korol J. Amy, M.D. Southfield - 352-5370
- Joseph Berenholtz, M.D. Southfield - 559-4580
- Bonita H. Blanco, M.D. Southfield - 352-4272
- Michael J. Bonczak II, M.D. Farmington Hills - 471-7880
- Anthony E. Boun, M.D. Southfield - 559-6623
- Judith G. Brysk, M.D. Novi - 471-0950
- Catherine Ann Charney, M.D. Novi - 471-0950
- David J. Clarke, M.D. Livonia - 422-9400
- Daniel H. Cohen, M.D. Farmington Hills - 471-5930
- Nelu I. Crisoli, M.D. Livonia - 478-1160
- Brent N. Davidson, M.D. West Bloomfield - 661-9440
- Famila Dixon, M.D. Southfield - 644-9220
- V. Lakshmi Govind, M.D. Southfield - 557-3890
- Robert S. Goldfarb, M.D. West Bloomfield - 661-9440
- Michael H. Gorlik, M.D. Southfield - 569-0180
- Theodore S. Graham, M.D. Southfield - 352-3232
- Andrew J. Halperin, M.D. West Bloomfield - 661-9440
- Leon A. Hochman, M.D. Southfield - 353-9460
- Cecil R. Jones, M.D. Southfield - 352-9370
- William Luke Jordan, M.D. Southfield - 559-6464
- James G. Karmessier, M.D. Novi - 471-0950
- Elmer J. Kataro, M.D. Farmington Hills - 624-9971
- Kamlesh Kumarilal, M.D. Farmington Hills - 477-1610
- Hilene Lokaitz, M.D. Richard - 685-0921
- Edward M. Lichten, M.D. Southfield - 358-3433
- Andrea C. Lightbourn, M.D. Southfield - 569-4560
- Henry W. Maricki, M.D. Southfield - 557-3890
- Paula McFadden, M.D. Livonia - 477-1070
- William Michaels, M.D. Southfield - 424-8084
- M. H. Neal, M.D. Livonia - 422-9300
- Deborah Portney, M.D. West Bloomfield - 661-9440
- Carole B. Rizzo, D.O. Southfield - 569-4560
- Saeed Saleh, M.D. Livonia - 261-4900
- Joan H. Shapiro, M.D. Farmington Hills - 471-7880
- Paula R. Sheehy, M.D. Southfield - 569-0572

- Stefan H. Smietana, D.O. West Bloomfield - 661-9440
- Kang Lee Lu, M.D. Novi - 347-8155
- Hatch V. Varonian, M.D. Canton - 455-2700
- Richard V. Wilson, M.D. Novi - 471-0950
- Theodore S. Zwickowski, M.D. Southfield - 424-8866

### UROGYNECOLOGY

- Constance J. Tobbi, M.D. Southfield - 424-5330

### FAMILY PRACTICE

- Thomas J. Anon, M.D. South Lyon - 437-1744
- Kevin G. Deighton, M.D. Livonia - 477-1070
- Sanford Lax, M.D. Berkley - 543-6000
- Faith Kane, M.D. Berkley - 543-6000
- Carry E. Orsini, M.D. Southfield - 424-3442
- Edward A. Rose, M.D. Novi - 478-2882
- David Neil Schindler, M.D. Novi - 347-4290
- Glen E. Taylor, M.D. Novi - 347-4290
- Charles R. Trembath, M.D. South Lyon - 437-1744
- Susan C. Zetter, M.D. Southfield - 424-3442

### SUB-SPECIALTY SERVICES

#### HIGH-RISK OBSTETRICS

- Roger H. Hertz, M.D. Southfield - 424-5330
- Robert A. Welch, M.D. Southfield - 424-5330

#### INFERTILITY

- Asghar Akbari, M.D. West Bloomfield - 851-6070
- Hassan Aminik, M.D. Southfield - 353-8910
- Paul T. Schmitt, M.D. Southfield - 424-5330

\* Closing this summer. New office location (Providence Medical Center Physician's Park 47601 Grand River, Novi, Michigan 48374)