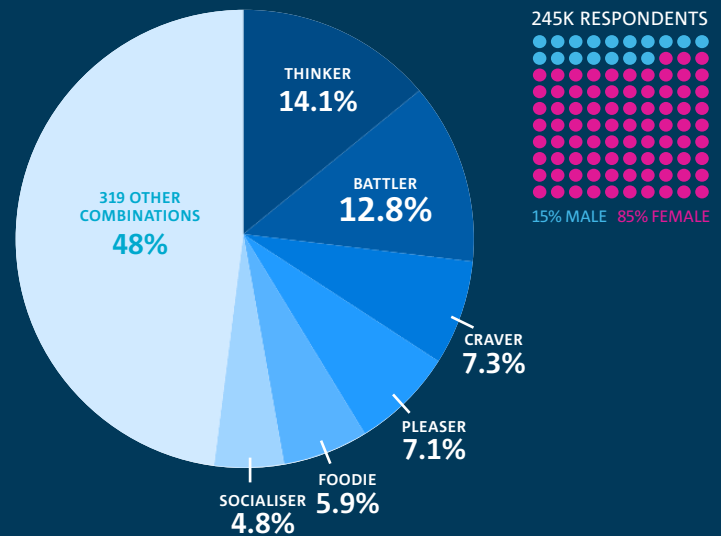


Personality matters for weight loss

A major new study of Australian dieters confirms weight loss isn't one-size-fits-all

325 Diet Type combinations
SIX common Diet Types



#1

THE THINKER

- Thinks deeply about situations
- Worries about making mistakes
- Stress and anxiety could derail their diet



#2

THE BATTLER

- Battles food cravings
- Battles with overthinking
- Can have powerful thoughts about tempting foods



#3

THE CRAVER

- Suffers from cravings more than others
- Struggles when tempting foods are around
- May feel guilty about giving in



#4

THE PLEASER

- Friendly and likable
- Can be prone to too much sideways comparison
- Has lots of friends for support



#5

THE FOODIE

- Loves trying new foods and meals
- Loves the food experience
- May love cooking



#6

THE SOCIALISER

- Social connections are very important
- Needs flexibility
- Won't let a diet interfere with their social life

Personality traits that contribute to a person's Diet Type



Fast Facts

90% of Battlers are women



Men are most likely to be Foodies



Cravers have the most weight to lose



Foodies engage in the CSIRO Total Wellbeing Diet more than other Diet Types



What's your Diet Type?
totalwellbeingdiet.com