Looking for that weight loss quick-fix in the New Year? Confused by all the diets and products in the media? Unsure if they are worth it or a waste of money? Look no further...

The internet and shops are full of companies offering pills, shakes, detoxes and advertising diets that provide a weight loss 'quick-fix' and appeal to easily-influenced consumers.

Reality TV stars and social media influencers often promote products for commission that they normally have never tried themselves, nor know the risks associated with taking the product.

Individuals trying these diets may see 'results' in the form of weight loss, but normally this is because all of these diets or products create an 'energy deficit' (causing you to consume less calories than your body is expending). For example, if you cut out all your carbohydrates or swap your normal meals for a low calorie shake, you will subconsciously be reducing your energy intake, contributing to weight loss.

Unfortunately most of these methods only result in short-term results and are un-sustainable. The best way to support long-term, sustainable weight loss is to adapt your lifestyle by combining physical activity and making healthier changes to your diet, creating an energy deficit. If you have ever, or are thinking about following any of the above methods, please contact the nutrition team for support.

For support with your nutrition, contact the team at nutrition@thepja.co.uk