# Slimming Reminders: How diet-related food reduces dieters’ food intake.

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## Aims

1. Identify which foods are most diet-related.
2. Test the effect of exposure to the sight, smell and taste of diet-related food on dieters’ food intake.

## Identifying diet-related foods

### Online surveys

- Asked 387 women to rate whether different snack foods and appetisers were associated with dieting.
  - 77% of dieters agreed oranges were a snack associated with dieting.
  - Salad was rated as an appetiser most associated with dieting.

## Laboratory studies – measuring food intake

**Study 1:**
- Exposed 26 dieting women and 41 non-dieting women to images of diet-related foods and then offered tempting snack foods.
- Dieters ate 29% less snacks after exposure to diet-related images.

**Study 2:**
- Exposed 16 dieting women and 24 non-dieting women to the sight and smell of a diet-related food and subsequently measured snack intake.
- Dieters ate 40% less chocolate after exposure to the sight and smell of a diet-related food.

**Study 3:**
- Across 3 sessions, 13 dieting women and 13 non-dieting women consumed either a diet-related appetiser, a tempting appetiser or water. After each appetiser, meal intake was measured.
- Dieters ate 21% less of a meal after a diet-related appetiser.

## Impact

- Diet-related food cues reduced dieters’ snack and meal intake.
- Increasing diet-related cues in places where dieters are most likely to overeat, such as the fridge or desk at work, might improve adherence to diet plans.
- Future studies might test the effect of adding diet-related food cues to weight-loss regimens.