

# THE DIET ZONE MEDIA GUIDE

By **Luciana Rota** MEDIA RELATIONS ENERZONA

## The basics informations, the abcd to communicate the project EnerZona Europe to the media



**M**ore than the recipes here we start from the **ingredients**. To stay on the topic. The zone diet begins with information. That's right.

The **Zone Diet Project** in Europe could not go beyond information to be widespread through the media, print and televi-

sion, but also online and social networks. A process of information that affects people because it is easy, understandable, affordable and science-based.

To communicate the **concepts and values** of the **Zone Diet** is necessary to start from here: the use of information according to the different "cuts" through which the zone diet can communicate itself: for a scientific journal, for a women's magazine, a weekly current affairs or political daily.

For a sports magazine or a TV show news and entertainment television.

**Simple messages**, reassuring, but serious and supported by researches, promoted by opinion leaders who are

in the world of entertainment, film, music, sports or work, science, medicin.

The zone diet starts from these assumptions: nice to communicate, because it is rich in ideas and characters.

First of all, Prof. Barry Sears is an american biochemist, member of the at MIT, president of the **Inflammation Research Foundation** in Boston after having created the Zone Diet in the States.

Is now the world's most experienced popularizer of this extraordinary nutritional strategy, leading expert of the hormonal control through food and great scientist known for his **best-seller with Zone Diet**, translated all over the world. Just use his **media appeal** to make the zone diet easy. Even to the media.

### The fundamental

- ⇒ **Press Kit**
- ⇒ **Pictures**
- ⇒ **Interviews**
- ⇒ **Rules**
- ⇒ **Sources**
- ⇒ **Press Release**
- ⇒ **Opinion leaders**
- ⇒ **Researchers**
- ⇒ **The keywords**
- ⇒ **Events**
- ⇒ **The book**

## That night... at the Pizzeria in Milan

*I started to communicate the Zone Diet in 2001. My approach started immediately with an event: the press conference of presentation of a book (La Zona Italiana, Sperling & Kupfer Ed., Gigliola Braga) which aimed to persuade Italians passionate about pizza and pasta that the Zone Diet was possible even for them.*

*Even without big sacrifices. The media event was consumed ... in a very popular pizzeria in Milan, whose name was in itself a challenge: La Tradizionale – The Traditional). On paper, if we believed to convince even one tenth of those attending the event would be a success. We took them all in the house of the murderer*

*(carbohydrate complexes)! From the evening in Pizzeria ... many left in the "Zone"! And above all they have talked a lot about it on newspapers, TV, radio. Oh I forget: the book was the first best seller by the biologist and nutritionist Gigliola Braga!*

**Luciana Rota**

### Index:

A perfect press kit	2
Sears: Interview model	2
Diet Zone: a fact of Europe	3
The golden rules	4
The Pyramid and Talk Show	4
Press release and Vip	5
Omega 3 best supplement	6

## A Press Kit can not miss...



We start from the **Press Kit**. For the Zone Diet it becomes a veritable **dossier full of ideas and information**.

A real Press Kit usefull to talk about the zone diet from every point of view.

It can be best used completed with the updated **press release / launch agency**, actualizing the **event** and giving the **"news"** to start.

For example, the **press presentation of a book on Diet Zone**.

- ◆ In the press kit can not miss the fundamental on the Zone Diet:
- ◆ The Zone Diet: the principles
- ◆ Zone Diet and VIP
- ◆ The Zone Diet a European fact
- ◆ The wellbeing... always

- ◆ Tips and tricks in the kitchen with the Zone Diet
- ◆ Examples of breakfast
- ◆ Interview with Barry Sears
- ◆ Interview with Riccardo Pina
- ◆ Press Release about the new book
- ◆ A glossary
- ◆ Folder pictures / videos Press

## \* Sears Interview "model": The Inventor

Professor Barry Sears, creator of the Zone diet, is an American biochemist researcher, member of the MIT, now president of the Inflammation Research Foundation in Boston and wrote an important series of successful books on the Zone Diet which in world have already sold more than 5 million copies translated into 22 languages.

**Professor Sears, Europe is beating the U.S. for obesity and overweight. How to change this trend and above all to how we should think about health of our genes?**

My answer is to change nutritional lifestyle and choose the Zone Diet forever. This will be the genetic change that can fighting the pandemic of obesity. The Zone diet is not a fashion or a found interesting of the leading experts of the American marketing, is instead a term that I chose to describe that

state of physiological grace in which the body is, when the hormones are in perfect balance and result in optimal health. Associating during each meal and each snack 40% of calories coming from carbohydrates, 30% from protein and 30% from fat (only those "good" as extra virgin olive oil), it creates a state of hormonal balance that makes us feel good. All clinical trials that have compared the Zone Diet with other diets, according to standard recommendations, have shown how this nutritional strategy is superior in hormonal control, in the control of sugar and fats in the blood. The most obvious advantage is also the feeling of satiety and loss of fat mass, because this diet focuses on the quality not the quantity of calories and meets the new suggestions coming from nutritional science World on low GI foods.

**How and how much does it work?**

Since the early days of choosing to "get in the Zone Diet" by the choice of food, you begin to perceive a wellness state and a return of energy, a guaranteed hormonal balance. In the first few weeks you can lose two to four pounds already.

This is because with the Zone Diet triggers a mechanism that is important to get out of what I call the "fat trap". You eliminate those conditions that cause that Peak insulin promotes the passage of molecules of glucose from the blood to adipocytes, where they are converted into triglycerides.

Another important aspect of health. It works immediately and it is suitable for everyone: it is a balanced strategy that many erroneously define with too protein, without weighing the balance actually recommended of carbohydrate and protein (40 / 30 in

***"I recommend changing lifestyle food. And to do so forever. Only then we will change the course of our genes"***



**Prof. Barry Sears, a biochemist member of the MIT.**

## "This is a diet forever"

fact). I recommend changing nutritional lifestyle. And to do so forever. Only then we will change the course of our genes. This is a diet forever".

**In your last "Toxic fat" you reiterate the concept of lifestyle. That is?**

I say that this is a diet forever, it provides a behavioral food-to-tenance, it must become a lifestyle. The maintenance comes as a natural consequence.

When you're "wrong", in fact, you immediately feel a sense of heaviness and

**"Since the early days when you choose to enter the area through the choice of food, you begin to feel a return of well-being and energy, hormonal balance guaranteed"**

drowsiness. It's the "bad" mechanism of raising insulin. This sensitivity increases as one learns to be in the Zone Diet.

Unlike other diets, does not require great sacrifices, but only to understand how different ingredients affect on hormonal activity.

Since the early days when you choose to follow the Zone Diet through the choice of food, you begin to feel a return of well-being and energy, a guaranteed hormonal balance. I'd like to add

one thing: it was born as a treatment for people with cardiovascular disorders and diabetes.

**\* Interview by Luciana Rota Free Rights / Reproducible**

## Riccardo Pina: "The Zone Diet is becoming more and more a European fact"

**I**n the ranking of the countries most "fat", Italy has won an uncomfortable leadership. But not alone, as part of the European disaster. So much that we are talking about an epidemic of obesity and overweight in the Old Continent.

The Zone Diet of Sears is starting her "aid" by a process of disseminating scientific information, slow but serious and important. Very satisfied is dr. Riccardo Pina\*, a member Inflammation Research Foundation and project leader on the Zone Diet in Europe that provides a broader and continental perspective : "The Zone Diet after having convinced the Americans, then the Italians and Spanish, is becoming an European fact. And it's important – says dr. Pina – especially if we consider the alarming data on the epidemic of obesity that the Old Continent is experiencing. It is estimated that in Europe 156

*million people are obese and 310 million are overweight. On average of 18% of the population is obese, 36% are overweight. "*

Dr. Pina continues: "The presence of Barry Sears is viewed with great scientific

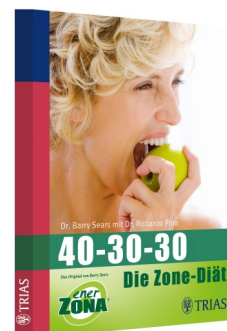
**"In Europe it is estimated that there are 156 million and 310 million obese people are overweight"**

*interest in Germany, where we see a situation very similar to the Italian a few years ago. If in Spain, as in Italy, the Zone Diet has largely taken hold and there is an awareness to the problem of overweight and obesity swiftly countered with proper nutrition strategy, in German-speaking countries,*

*and therefore Austria and Switzerland , we are witnessing an important first step to disclose. Expectations are interesting and the German scientific world has definitely opened a door judging this innovative method and suitable to the mentality of the Nordic countries: the 40 30 30 that teaches how to think in blocks and it is not satisfied with the old-fashioned calorie count is considered an element that makes it easy. Furthermore, stressing the validity of the choice of foods with low glycemic index as the best nutritional strategy, considering it "advanced" and above all in line with the guidance of nutritional information. After convincing the Italians and Spanish, it is taking place in Europe where it is estimated that there are 156 million of obese and 310 million people are overweight."*



**Dr. Riccardo Pina, the Board inflammation Research Foundation EnerZona project manager in Europe, co-author of the book with Sears German "Die Zone Diät"**



# The Zone Diet has golden rules

At the base of the Zone Diet there are still three more basic rules:

1. the daily movement
2. meditation (anti-stress strategy, so that you raise cortisol)
3. a daily intake of essential fatty acids, the famous "being fat" or omega-3 type rx (the most pure and concentrates).



These are fats that the body is unable to synthesize and therefore must be part of the diet. They are the raw material for the production of eicosanoids. They are divided into groups (omega-3, omega-6), giving rise to different eicosanoids.

*Here is the new Food Guide Pyramid. At the base of the movement.*

## First event-book: in Talk Show



*Monaco city center: a cooking school is hosting the first event talk show on the Zone diet and Omega 3 in Germany. A great success*

What is the presentation of a book on the Zone Diet or the organization of a Talk Show (maybe in tv!) on eating habits, an event is the best way to communicate the value of this "change" style food, entering and developing well in all the theme "securities" are useful for promoting the strategy 40 30 30.

In Talk Show must attend all classes of opinion leaders important to a broader point of view: it must not miss the science, represented by a doctor, a dietitian or endocrinologist, certainly at the center of Barry Sears and his "sidekick" European Dr. Riccardo Pina, who represents the heart of the zone and the scientific research, but also a

witness to the world of work (eg a manager said), a champion who wins with the zone diet in the sport, a coach (a personal trainer or fame thick).

And above all, the condition of a successful talk show on the Zone, is certainly having a good moderator, who may come from the world of entertainment and/or media.

The talk show must also create problems, pros and cons must be a real contradiction to really bring out the values and scientific potential and health of the typical of the zone diet. Useful therefore to think of an opinion out of area, studying the profile of the first voice against and agreeing on a constructive attitude, however.

The central location is essential and both fashion and "appreciated" by the media.

## Then come the press release

What is an article from the sporting point of view: such as the one on the first Italian sport newspaper, La Gazzetta dello Sport, which is a feature on the infallible diets (with the head of all the Zone Diet) as Donna Moderna, the more important-women's weekly



in Italy. What is a service that takes its cue from Hollywood, but is



serious about health and nutrition as the

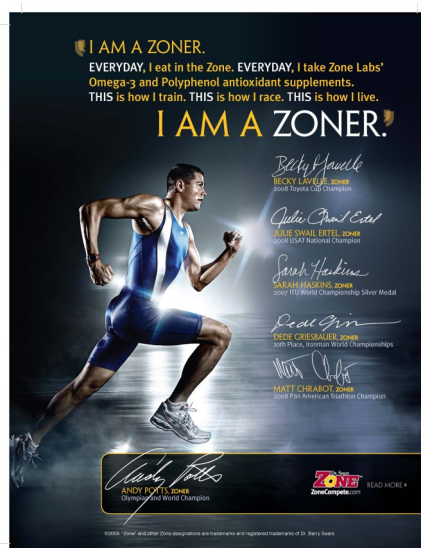
weekly current affairs and politics L'Espresso (The diet that comes from Hollywood), the occasion of the Talk Show, the public meetings, it is certainly useful for the promotion inspired by events in the media that often deal with topics related to diet.

## All become celebrities with...

According to a survey carried out by Foodmonitor, almost three million Italians know and use Zone products and 1 out of 4 know what the Zone is. No sex discrimination among Zone followers, who are almost evenly distributed: 55% men and 45% women, mostly between 30 and 45 years of age. The target.

Even though the most authoritative experts in the field do not consider this nutritional strategy as something fashionable, the Zone's success is partly due to the high number of celebrities that have been practicing the Zone. "I'm a zoner" is what they say.

This group does not include only a lot of Hollywood stars (Demi Moore, Brad Pitt, Jennifer Aniston, Elle Mac Pherson, Madonna, Cindy Crawford, Sandra Bullock, Sarah Jessica Parker, Ben Stiller to name just a few) but many Zone supporters can be found also in the world of sports.



The following athletes have been quoted as being Zoners in Italian newspapers and magazines: Marco Materazzi (Inter Milan), Fabio Cannavaro and Alex Del Piero (Juventus), Germàn Denis (Atalanta - Argentina national football), Carlo Ancelotti, Luigi Cagni and Roberto Mancini (soccer coach), Lorenzo Vismara (swimming record holder), Valentina Vezzali (fencing), Davide Sanguinetti and Simone Bolelli

(tennis), Jarno Trulli (F1). USA athletes who follow the Zone include the Stanford University swim team (eight medals at the Barcelona and Atlanta Olympics), many NBA teams and a high number of triathletes, also the professional cycling team Garmin who raced in the Tour de France 2011. In the States several nutritional journals reported the declarations of many internationally-renowned athletes that follow the Zone nutritional approach, a low-glycemic index balanced diet (also known as 40 30 30), with the goal of improving their sports performance. They publicly stated to follow the Zone and use Omega3 supplements. This group of elite athletes include world champions and Olympic gold-medalists such as: Becky Lavelle, Andy Potts, Dean Karnazes, Julie Swail Ertel, Dede Griesbauer, Christian Vande Velde, Matt Chrabot, Lisa Bentley, Michelle McGann, Sarah Haskins, Cait Snow, Mary Miller, Martin Wilde, Fiona Docherty, Norris Frederick, Morgan House, Magnus Backstedt, David Millar, Oli Beckingsale and Paulo Prietto.

## Omega 3 RX the best supplement

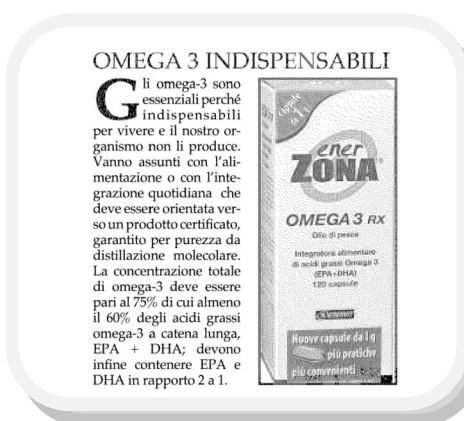
**T**oday we speak of omega-3 fatty acids as if they were substances essential that all substances should take. It is almost like a precious new "vitamin" and this is because in recent decades, the need for these fatty acids remained the same, but the quantities consumed by the inhabitants of most industrialized countries have been reduced, due to a diet that emphasizes foods very increasingly refined and poor in omega-3.

Even in fish, the richest food source, there are few, since the market has increased breeding products, fed with feed almost devoid of omega-3, while the pollution of the seas does the rest of the party. Several important studies and research show that the actions of omega-3, useful for the health and well-being, are so numerous and varied.

In fact, they have different roles for our fabrics: they are part of complex molecular structures, are precursors of various hormones and activators of the expression of certain enzymes. This eclecticism is common to other small molecules, such as certain vitamins, which is why "essential": on the one hand they are indispensable to the body, on the other side can not be synthesized by the body itself, but must be taken outside.

The most prominent benefit is the reduction in the risk of heart disease and circulation. These molecules make the blood more fluid ie, decrease triglyceride levels, fight the formation of plaques within the arteries, heart arrhythmias contrast and result in low blood pressure. They also have a potent anti-inflammatory action. The long-chain omega-3, are also very useful for the brain and mind. A fifth of our brain is in fact made up of essential fatty acids and 30% of the fatty membrane of nerve

***A separate chapter is worth the integration with fish oil: we are talking about one of the strengths of the Zone Diet and the project EnerZona in Europe. Just scroll to understand the importance of this content.***



cells (neurons) is the DHA, one of two long-chain omega-3. It is this substance has the ability to make more fluid the membrane of neurons and promote the exchange of information between a neuron and another, improving the efficiency of the nervous system and cognitive abilities. They are also essential during pregnancy (and later lactation), a good intake of omega-3 from the mother raises the IQ of children up to school age.

During pregnancy the fetus just "steal" many omega-3 to the mother, so that this deficiency has been linked to their feeding marker of maternal postpartum de-

pression, which affects at least 10-15% of women.

The reasons for the success of omega-3 supplements are the result of research and information we receive from the pharmaceutical and nutritional science. Changes in diet that occurred during the last century have resulted in a significant increase in the consumption of saturated fatty acids and omega-6 polyunsaturated fatty acids with a concomitant reduction in intake of omega-3 PUFA. When dietary intake is inadequate supplements ad hoc Pharmacy can be a promising remedy.

*"In most industrialized countries, the amount of omega-3 taken by man has fallen dramatically in recent decades due to a diet that tends to favor highly refined foods and, for various reasons, more and more poor in omega-3"* says Professor Enrico Arcelli.

Even the fish, our great ally in the omega 3 in question, in fact, have impoverished their percentage of omega-3 also called "good fats" varies not only by geographical area in which the fish live and the season year (in the seas and during the cold months, the fat and the villages of omega-3 fatty acids increase), but also reduces due to mercury pollution.

*"Today, therefore, to meet the needs of our body through diet alone, you should drink a day large quantities of fish. - Concludes Arcelli - This is why many nutritionists recommend proper supplementation that was not previously required. The intake of omega-3 supplements (such as beads or liquid rx) becomes all the more important the smaller the amount of fish you eat. "*

According to some research, it becomes important when you take 2,5 grams per day.

**DIGITAL DOWNLOAD**  
**MATERIAL CLICK HERE**

  
**A project on Media Relations  
by Luciana Rota for EnerZona**