

Satisfying supplement

WE ARE WHAT WE EAT, AS THE SAYING GOES, BUT THERE'S A LOT MORE TO THE EQUATION THAN THIS. HERE, FOOD SCIENTIST, DR JAROSLAV BLAZEK EXPLAINS HOW TO ACHIEVE WEIGHT-LOSS WITHOUT HAVING TO STARVE OURSELVES.

Dr Blazek moved to Australia in his early 20s enticed by the opportunities in the food industry, and proceeded to complete his PhD in food science at the University of Sydney.

He was frustrated by the lack of good quality and scientifically proven weight-loss products in the Australian marketplace and set out on a mission to develop a line of scientifically proven and high-quality products for Australians passionate about their health.

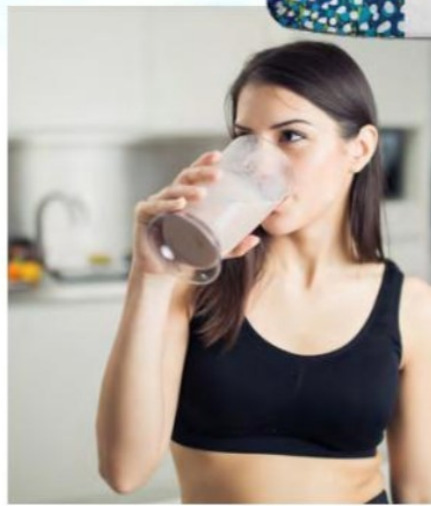
Conscious of his own ageing and increasing demands on his work and personal life, Dr Blazek says, "Just like most people my age who are trying to balance work and life in this age of competing priorities, I have a slowing metabolism, meaning I can no longer eat as much as I used to in my 20s.

"I also have a huge sweet tooth, and after a stressful day love snacking in the evenings."

Dr Blazek has worked with many large manufacturers and has assisted them with developing new products and sourcing ingredients but has often been disappointed with his customers' decisions to lower the amount of active ingredients for cost reasons or making the product less nutritionally optimal in order to maintain acceptable taste.

Dr Blazek points out that the mechanism behind weight-loss or healthy weight maintenance is not complicated. To lose weight you must create a negative energy balance: calories taken are less than calories expended. Of course, this is easier said than done. Lowering our calorie intake leads to hunger.

"The trick lies in choosing the right foods to keep hunger under control," he explains. "Foods that are highly processed or high in simple sugars deliver instant satisfaction but do not keep us full for long".



"On the other hand, foods rich in protein and dietary fibre will keep the feeling of hunger away for a lot longer."

Throughout his career as an expert in dietary fibres, Dr Blazek has been amazed at how insoluble fibres contributes to the feeling of satiety while delivering zero calories, making them the perfect ingredient to assist with weight-loss. These fibres are found in most plant sources, commonly in cereals such as wheat and oats, but also in most fruit and vegetables, albeit in fairly-low concentrations.

Dr Blazek points out that "dietary fibre and its benefits are not a sexy topic to talk about but very large epidemiological studies done in Europe consistently show that dietary fibre intake is one of the best predictors of health and has amazing preventative effects against colon cancer and other lifestyle diseases".

The reason these insoluble fibres are not more commonly used in weight-loss shakes is because they contribute to a somewhat gritty or sandy feel in the mouth. The trick lies in using fibres that were ground into very fine powders and thus have acceptable palatability while maintaining their health benefits.



Dr Blazek explains "Maintaining diet high in protein and dietary fibre to keep us full for longer is not always easy, especially when we take into considerations various dietary limitations as well as lifestyle factors such as eating on the go.

"This is when choosing the right weight-loss product is a great way to ensure our nutrient intake follows the latest guidelines and assists us with losing weight without being hungry. Do your research, read the ingredient list and pick a product, which is low in sugar, high in protein and dietary fibre and does not contain any artificial ingredients or additives."



Dr Jaroslav Blazek is an expert in food science and nutrition with more than 15 years of experience working in the local food manufacturing industry. He is the founder and director of Avant-Garde Wellness Pty Ltd, which specialises in the development of weight-loss products and supplements containing marine collagen with clinically-proven anti-ageing benefits. These products are available nationally under The Beauty Shake brand.

More at thebeautyshake.com.au