

Dieters move away from calorie counting

By CBS News

The calorie counting that has for decades defined dieting is giving way to other considerations, like the promise of more fiber or natural ingredients. That shift in focus is chipping away at the popularity of products like Diet Coke, Lean Cuisine and Special K, which became weight-watching staples primarily by stripping calories from people's favorite foods.

Part of the problem is that "low-calorie" foods tend to make dieters feel deprived. Now, people want to lose weight while still feeling satisfied. And they want to do it without foods they consider overly processed.

It's not that people don't care about calories anymore. Nutrition experts still say weight loss comes down to burning more calories than you eat.

But dieters are sick of foods that provide only fleeting satisfaction and seem to leave them hungrier. The new thinking is that eating foods with more protein or fat will make dieters less likely to binge later, even if they're higher in calories.

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