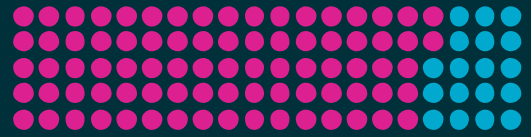


Success of Australia's favourite diet

In one of the world's largest scientific studies of a weight loss program, CSIRO reveals the secrets behind Australia's favourite diet, the Total Wellbeing Diet.

Total Wellbeing Diet (TWD) weight loss results

59,688 PARTICIPANTS



82% Female 18% Male



21.0%

Average body weight lost by TWD's 'super stars' who are the program's most successful members.

3X

More weight loss



Members who stay on the TWD 12 Week Program lose 3 times as much weight as those who start but don't stay through to the end.



7.3%

Average body weight lost by members who stay on the program for 12 weeks and use the TWD digital tools the most.



6.9%

Average body weight lost by members who earn a refund for adhering to the TWD 12 Week Program.

Secrets of 'super stars'



The most successful members, who on average lost 21% of their body weight, used the TWD digital tools almost 4 times more than those who only lost a small amount of weight.



5.3%

Average body weight lost by all members who stay on the TWD 12 week program.

The first DAYS 21 MATTER MOST

Members who use the TWD digital tools very actively in the first 21 days of the program lose twice as much weight as those who are least active.

For members who stay on the 12 Week Program, the Total Wellbeing Diet achieves clinically significant weight loss across a wide range of demographics



females

5.0%

BODY WEIGHT LOST



18-30 year olds

5.0%

BODY WEIGHT LOST



class 3 obese

6.0%

BODY WEIGHT LOST



lower socio-economic

5.8%

BODY WEIGHT LOST



males

6.5%

BODY WEIGHT LOST



totalwellbeingdiet.com

Citation: Enderby, G.A., Bond, L., Williams, G. Evaluation of the CSIRO Total Wellbeing Diet Online: Highlights report. Understanding the reach, effectiveness and predictors of weight loss using 5 years of member data. CSIRO 2020