

72-hour fruit diet: Myths vs. Facts

OSF HealthCare Newsroom

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BROADCAST SCRIPT

INTRO:

A TIKTOK VIDEO HAS GONE VIRAL – CLAIMING ONLY EATING FRUITS FOR 72 HOURS CAN PROVIDE MIRACULOUS BENEFITS.

TAKE VO

THE VIDEO FROM THE “HEALTHY-TO-ME” ACCOUNT –WHICH HAS OVER 8 MILLION VIEWS – SHOWS AN ARTIFICIAL INTELLIGENCE “DOCTOR” WHO MAKES NUMEROUS CLAIMS REGARDING THE DIET. IT ALSO INCLUDES A WIDELY-USED A-I GENERATED VOICE TO READ THE TEXT ON THE SCREEN.

THE FIRST CLAIM – THAT AFTER 12 HOURS YOU WILL EXPERIENCE IMPROVED DIGESTION... THQT THE DIETARY FIBERS WILL REDUCE BLOATING... RELIEVE YOUR SWOLLEN BELLY... AND ALLEVIATE STOMACH ACHES.

ASHLEY SIMPER – MANAGER OF DIETETIC SERVICES WITH OSF HEALTHCARE – SAYS THIS DIET CAN ACTUALLY HAVE THE OPPOSITE EFFECT.

TAKE 14 SECOND SOT

“It can actually promote bloating, abdominal cramping and pain. What we would recommend is a slow increase in fiber as well as making sure you’re having adequate fluids (Eight 8-ounce glasses of water daily). We don’t want to do something like that overnight.”

VO TAG

THE NEXT CLAIM – SAYS YOU’LL START BURNING BAD FATS IN 24 HOURS – AND THAT YOUR BODY WILL ENTER A STATE OF “NUTRITIONAL KETOSIS” – MEANING IT WILL BEGIN USING STORED FATS AS A SOURCE OF ENERGY. SIMPER SAYS THIS CLAIM – ONCE AGAIN – IS COMPLETELY FALSE. SIMPER SAYS ANY FAD DIETS LIKE THIS – CLAIMING TO MIRACULOUSLY DETOXYFY OUR BODIES SHOULD NOT BE PROMOTED. SHE RECOMMENDS ADDING A VARIETY OF FOODS TO YOUR DIET... REDUCING YOUR CALORIES... AND PAIRING THIS WITH PHYSICAL ACTIVITY.

VO/SOT #2

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TAKE VO

THE VIDEO FROM THE “HEALTHY-TO-ME” ACCOUNT – WHICH HAS NEARLY 8 MILLION VIEWS – SHOWS AN ARTIFICIAL INTELLIGENCE “DOCTOR” WHO MAKES NUMEROUS CLAIMS REGARDING THE DIET. IT ALSO INCLUDES A WIDELY-USED A-I GENERATED VOICE TO READ THE TEXT ON THE SCREEN. ONE OF THE CLAIMS SAYS AFTER 48 HOURS – YOU WILL EXPERIENCE REDUCED ILLNESS BECAUSE YOUR IMMUNE SYSTEM WILL BE SIMULATED BY THE VITAMINS... MINERALS... AND ANTIOXIDANTS IN THE FRUITS. ASHLEY SIMPER – MANAGER OF DIETETIC SERVICES WITH OSF HEALTHCARE – SAYS SUCH RESULTS WILL NEVER HAPPEN OVERNIGHT.

TAKE 21 SECOND SOT

“Nutrients in fruit, like antioxidants and fiber can help boost your immunity and reduce illness, this certainly will not happen overnight. What’s important for your overall health is to eat a variety of foods, consistently for days or even months, to see those benefits.”

VO TAG

ANOTHER CLAIM SAYS AFTER 72 HOURS – YOUR ORGANS WILL UNDERGO DETOXIFICATION – AND YOU’LL HAVE MORE ENERGY... CLEARER SKIN... AND AN ANTI-AGING EFFECT. SIMPER SAYS BECAUSE THIS ALL-FRUIT DIET IS ALSO A LOW-CALORIE DIET – YOU MAY ACTUALLY BE MORE SLUGGISH FROM THIS DIET. SHE ADDS HER DIETETIC PRACTICE DOES NOT PROMOTE ANYTHING THAT CLAIMS TO DETOXIFY OUR BODIES.