1. It sounds too good to be true.
2. Promises rapid weight loss.
3. Promotes a product, special herb, vitamin, or compound.
4. Allows only certain foods or food groups.
5. Can only be followed temporarily, but is not supervised by a doctor.
6. It’s hard to imagine or difficult to follow the diet forever.
7. It doesn’t recommend a form of exercise or says it’s unnecessary.
8. Warns that one food or food group will make you seriously ill or worse.
9. Makes recommendations based on published science that are not endorsed by credible organizations or peer reviewed by other scientists.
10. Cites research that is preliminary, based on animals, or has very few subjects.

For more wheat resources, visit www.wheatfoods.org/resources