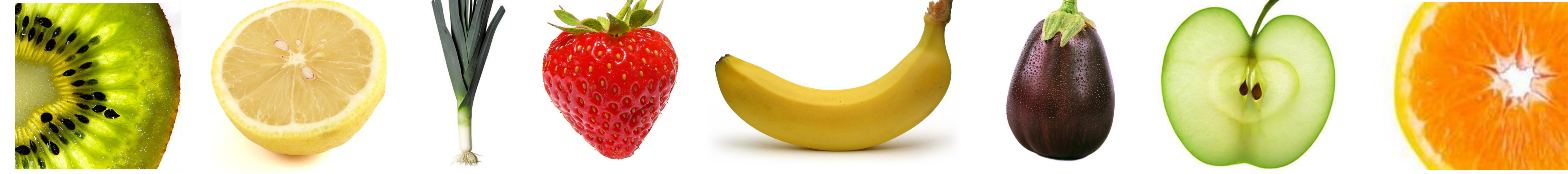


Appealing to vanity: appearance-based intervention can motivate dietary change

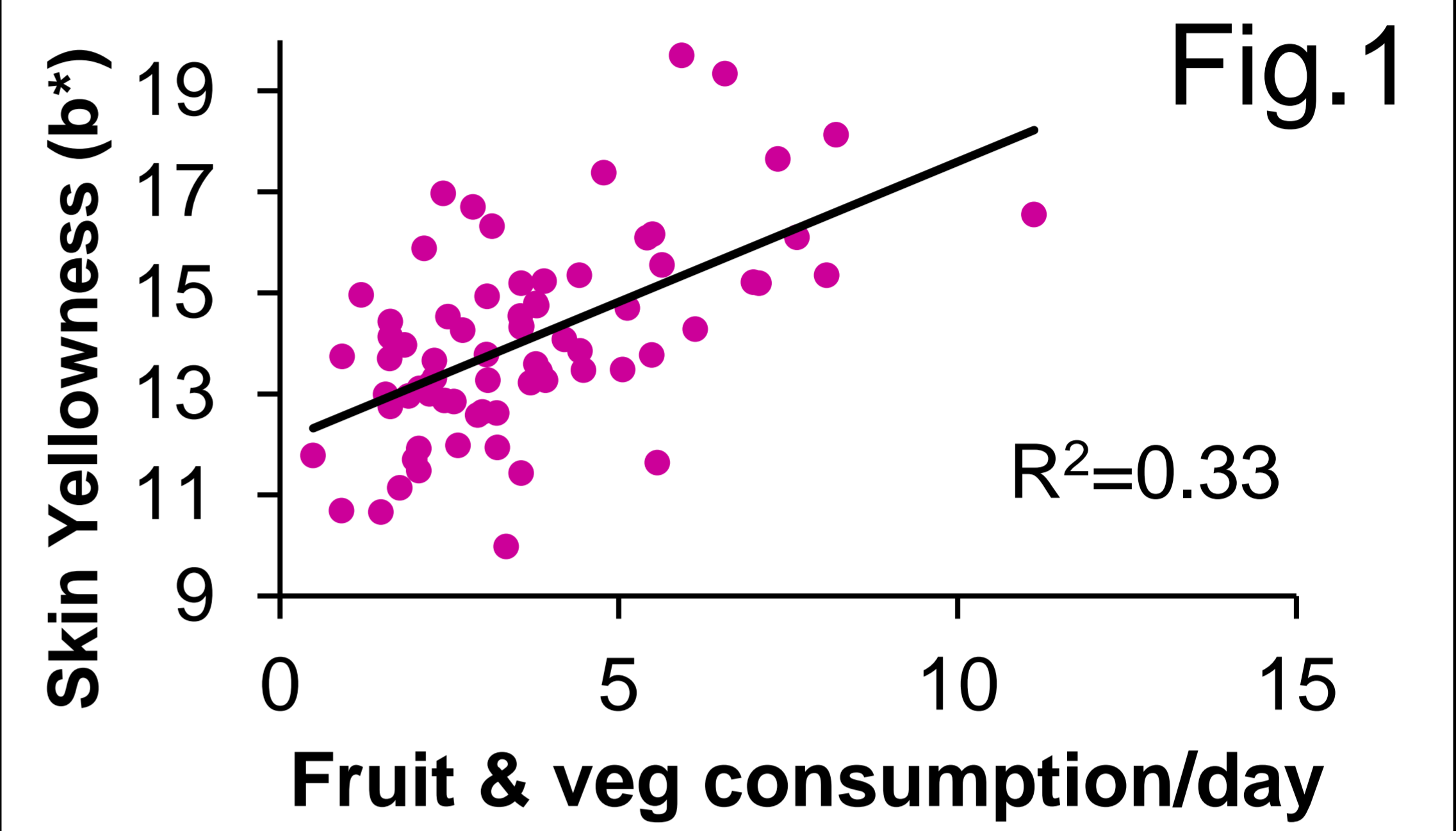
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Introduction

Despite worldwide campaigns to increase fruit & vegetable consumption, intake is commonly inadequate^(1,2), precipitating an estimated 2.6 million premature deaths per year worldwide⁽³⁾. Consumption of carotenoid-rich fruit & vegetables leads to a healthy-looking skin colour (Fig. 1)⁽⁴⁻⁶⁾. We assess whether illustrations of these effects (e.g., Fig. 2) can motivate dietary improvement.

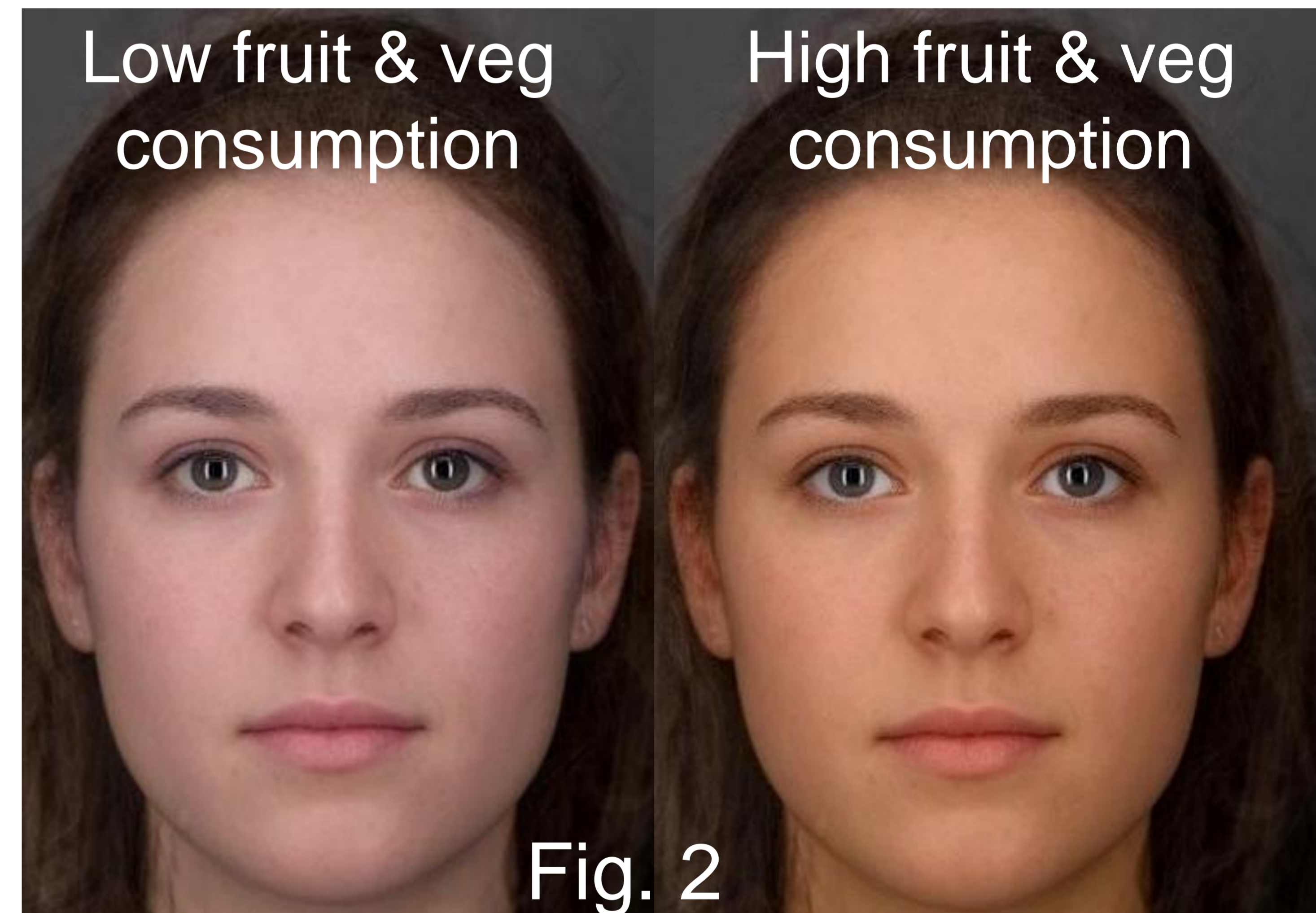


Method: Dietary Intervention Trial

35 students randomly allocated to receive either:

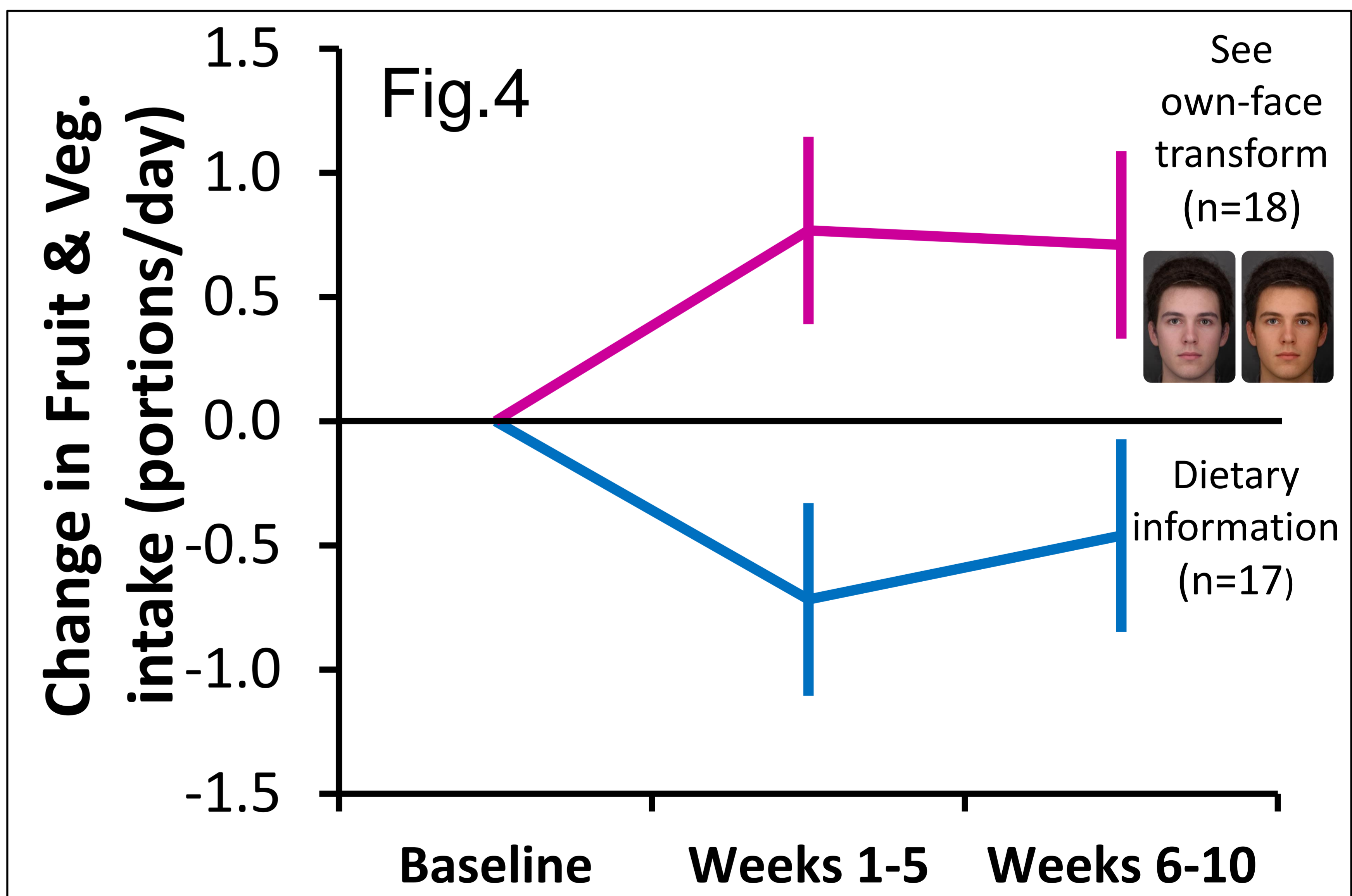
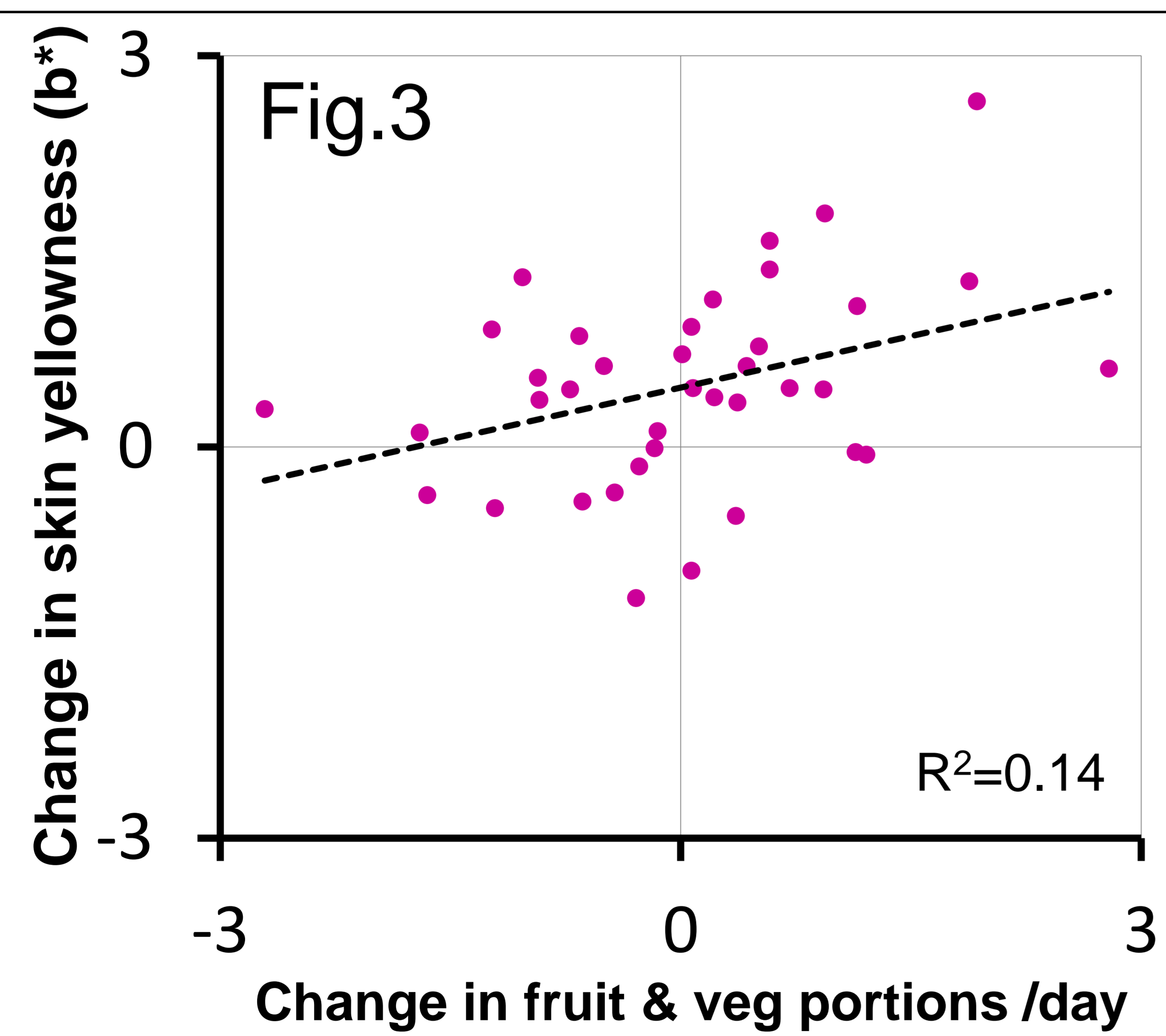
- Dietary information intervention
- Dietary information + own-face demo e.g. Fig. 2

Diet was recorded for 10 weeks after baseline



Key Findings

- Improving diet improves skin tone within 6 weeks ($p=.02$) Fig.3.
- Appearance demonstrations improved diet ($p<.05$) Fig.4.
- Dietary information alone did not ($p>.05$) Fig.4.



Conclusion

Seeing the benefits of fruit and vegetable consumption on own skin colour motivates dietary improvement.

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