Industry Engagement Toolkit | Weight Management

Key messages

* Eggs are high in good quality protein. Protein has been shown to contribute to greater feelings of satisfaction after eating and may therefore help people manage their weight easier1.
* Muscle loss may be minimised when on a weight management diet by including higher amounts of protein rich foods, such as eggs, as part of the eating plan2.
* Eating protein rich foods such as eggs at breakfast may have benefits for weight management3.
* Eating eggs for breakfast can support weight management when compared to eating a bagel based breakfast4.
* Eating eggs for lunch can help increase feelings of fullness and may help reduce snacking in the afternoon5.
* Consuming eggs for breakfast increases satiety and results in lower energy intake during the remainder of the day compared with a cereal, oatmeal or croissant breakfast6-8.

Social media content

To help you promote the nutritional power of the egg, the IEC has developed a range of **sample social media posts** with **matching graphics.**

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|  | One egg contains an incredible 13 essential nutrients, as well as 6 grams of high-quality protein and just 70 calories! 🤯🥚🍳  Perfect for weight management, eggs enable you to access many of the essential nutrients your body needs, without overloading on calorie content! 😋🙌🥚  Read more about how eggs can support weight management: <https://bit.ly/3pQIAry> 👈🍳  #EggsForAll #Eggs #EggNutrition #WeightManagement #HealthyProtein |
|  | Did you know...? 🤔 Eggs are packed with high-quality protein which can make you feel fuller for longer! 🤯🍳  Keeping hunger under control is one of the key ways you can manage your weight 🙌😋 Foods that are high in protein have been proven to reduce appetite, reducing food intake later in the day 🥚🍽  Find out more: <https://bit.ly/3pQIAry> 👈🍳  #EggNutrition #Eggs #WeightManagement #HealthyProtein |
|  | The power of protein in eggs can help you manage your weight better 🥚👏  Studies show that foods containing high levels of protein, like eggs, reduce your appetite and increase fullness compared with carbohydrate and fat-dense foods 🤯🍳🍽  Find out more now: <https://bit.ly/3pQIAry> 👈🍳  #Eggs #EggNutrititon #WeightManagement #HealthyProtein |
|  | Eggs are the ideal breakfast food! 🍳 🍽 One egg contains 6g of high-quality protein, helping you feel fuller for longer! 🥚👏  Eating eggs at breakfast can empower you to reduce your food intake throughout the rest of the day, supporting you to manage your weight 🤯🍳  Discover more now: <https://bit.ly/3pQIAry> 👈🍳  #Eggs #EggNutrititon #WeightManagement #HealthyProtein |
|  | Did you know…? 🤔 Eating protein-rich foods, like eggs, can stimulate your metabolism more than those rich in carbohydrates or fats 🥚🙌  This is because of the greater amount of energy needed to process foods rich in protein 💡🍳📢  Learn more about how eating eggs can support weight management: <https://bit.ly/3pQIAry> 👈🍳  #Eggs #EggNutrititon #WeightManagement #HealthyProtein |

Check out your downloaded toolkit for all the social media graphics for Instagram, Facebook and Twitter.

**PLEASE NOTE: The messages included in this toolkit are provided as examples and may need to be tailored to meet country-specific messaging regulations and cultural contexts.**

References

1 Leidy, H.J. (2014). *Increased dietary protein as a dietary strategy to prevent and/or treat obesity*. Mo Med 111(1), 54-58. <https://pubmed.ncbi.nlm.nih.gov/24645300/>.

2 Clifton, P.M., Condo, D., & Keogh, J.B. (2014). *Long term weight maintenance after advice to consume low carbohydrate, higher protein diets -- a systematic review and meta analysis*. Nutr Metab Cardiovas Dis 24(3), 224-35. <https://pubmed.ncbi.nlm.nih.gov/24472635/>.

3 Leidy, H.J., Ortinau, L.C., Douglas, S.M., & Hoertel, H.A. (2013). *Beneficial effects of a higher-protein breakfast on the appetitive, hormonal, and neural signals controlling energy intake regulation in overweight/obese, “breakfast-skipping,” late-adolescent girls*. Am J Clin Nutr 97(4), 677-88. <https://pubmed.ncbi.nlm.nih.gov/23446906/>.

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5 Pombo-Rodrigues, S., Calame, W., & Re, R. (2011). *The effects of consuming eggs for lunch on satiety and subsequent food intake*. Int J Food Sci Nutr 62(6), 593-9. <https://pubmed.ncbi.nlm.nih.gov/21495899/>.

6 Bonnema, A.L., Altschwager, D.K., Thomas, W., & Slavin, J.L. (2016). *The effects of the combination of egg and fiber on appetite, glycemic response and food intake in normal weight adults – a randomized, controlled, crossover trial*. Int J Food Sci Nutr 67(6), 723-31. <https://pubmed.ncbi.nlm.nih.gov/27306734/>.

7 Missimer, A., et al. (2017). *Consuming Two Eggs per Day, as Compared to an Oatmeal Breakfast, Decreases Plasma Ghrelin while Maintaining the LDL/HDL Ratio*. Nutrients 9(2), 89. <https://pubmed.ncbi.nlm.nih.gov/28146063/>.

8 Fallaize, R., Wilson, L., Gray, J., Morgan, L.M., & Griffin, B.A. (2013). *Variation in the effects of three different breakfast meals on subjective satiety and subsequent intake of energy at lunch and evening meal*. Eur J Nutr 52(4), 1353-9. <https://pubmed.ncbi.nlm.nih.gov/22948783/>.