

BEYOND THE Scale

Embracing Health at All Sizes

What is the HAES Approach?

HAES is a paradigm that promotes health and well-being without focusing on weight loss or body size as the primary indicators of health. It challenges the common belief that being thin is inherently healthier and that weight loss is necessary for good health.

HAES-Based Services at Branz Nutrition:

- Eating disorder treatment for anorexia, bulimia, binge eating disorder, orthorexia, ARFID, and OSFED
- Nutritional counseling for disordered eating
- One-on-one medical nutrition therapy for PCOS, diabetes, gut health, and inflammation
- Prenatal, postnatal, and fertility nutrition counseling
- Pediatric nutrition support
- Picky eating and ARFID nutrition therapy
- Disordered Eating
- Intuitive eating
- Intuitive eating for kids
- Weight-inclusive nutrition counseling
- Ditch the diet culture

HEALTH BEHAVIORS

45%

of HAES participants reported an increase in physical activity compared to baseline levels, without focusing on weight loss.

Bacon et al., 2016

MENTAL HEALTH

30-45%

of participants in HAES programs saw significant improvements in mood and symptoms of depression and anxiety. These improvements were directly linked to the emphasis on body acceptance and well-being, rather than focusing on weight.

Tylka et al., 2018

DID YOU KNOW?

32%

of healthcare professionals now incorporate HAES principles in their practice

Ward et al., 2023

WEIGHT STIGMA

53%

of participants who received weight-neutral care (which includes HAES principles) reported improved satisfaction with their healthcare providers.

Neumark-Sztainer et al., 2020

HEALTH OUTCOMES

HAES programs showed improvements in blood pressure (8-10 mmHg decrease) and cholesterol levels (8-12% reduction), despite no changes in body weight.

Bacon & Aphramor, 2015



Branz
Nutrition Counseling