



Dear all,

This morning, the embargo on the publication of our new article in Nature Medicine has been lifted. This journal is renowned for its exceptional prestige and recognition in the medical field.

At the Annual Obesity Management Conference 2024, we will delve into this breaking news, highlighting how the HOLBAEK research platform employs cutting-edge techniques and is highly regarded, demonstrating very positive outcomes for children and adolescents with obesity who are treated with the Holbaek Model.

Both nationally and internationally, there are several other exciting developments. For example, the UK is beginning to ban TV advertisements targeting obesity. Danone, a major food producer, is currently facing criticism for what many consider unethical marketing towards children and adolescents in playgrounds. In Sweden, there is now a strong recommendation against screen time for children under 2 years old.

Is obesity a disease? Watch or rewatch debate segments on TV2 Go Aften Live and DR's Aftenshowet.

Read more in this newsletter and learn more at the Annual Obesity Management Conference 2024.

BREAKING NEWS in NATURE MEDICINE.

LIPID PROFILING IDENTIFIES MODIFIABLE SIGNATURES OF CARDIOMETABOLIC RISK IN CHILDREN AND ADOLESCENTS WITH OBESITY

Today, our new article has been published in the highly prestigious medical journal Nature Medicine. In this study, we examined 958

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Lipid profiling identifies modifiable signatures of cardiometabolic risk in children and adolescents with obesity

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children and adolescents with obesity and compared them to 373 children and adolescents with normal weight. We used a cutting-edge methodological platform known as mass-spectroscopy-based lipidomics, which allows for the analysis of hundreds of lipid profiles in the bloodstream. Our findings revealed a significant increase in ceramides and a decrease in lysophospholipids and omega-3 fatty acids in relation to the metabolism observed in obesity. These lipid changes were associated with increased insulin resistance and a higher risk of cardiovascular disease. Additionally, we identified three lipids that could predict the development of excess fat in the liver.

Furthermore, we analyzed 186 children and adolescents with overweight who were treated with the Holbaek Model for one year. It was clear that the Holbaek Model treatment reduced the degree of overweight in 83 % of the participating children and adolescents, while also decreasing the levels of the aforementioned lipids. This treatment effect could potentially lead to a reduced risk of cardiovascular disease later in life. We also observed a very low dropout rate of around 8 % over the treatment year, which is exceptionally low on an international scale and indicates that the Holbaek Model treatment is well-received by patients and their families.

This is the 33rd international scientific study demonstrating the beneficial effects of treating children and adolescents with obesity. We are pleased that with the publication in *Nature Medicine*, the Holbaek Model and The HOLBAEK Study have once again received top-tier recognition.

Join us to learn more about this groundbreaking and clinically relevant study for children and adolescents with overweight at the Annual Obesity Management Conference 2024.



Read the article her [Lipid profiling identifies modifiable signatures of cardiometabolic risk in children and adolescents with obesity | Nature Medicine](#)

[Årskonference Holbæk-modellen \(jenschristianholm.dk\)](#)

ANNUAL OBESITY MANAGEMENT CONFERENCE 2024



The program for the Holbæk Model Annual Conference 2024 is incredibly exciting and will cover a range of topics, including pregnancy and obesity, patients' personal experiences and insights on obesity, issues of discrimination and stigma, the use of medication for severe obesity, including our experiences with grant applications, and a review of a selection of new research studies. We will also discuss in detail how the Holbæk Model demonstrates beneficial effects, as recently published in the highly esteemed Nature Medicine.

The conference will be held on October 21-22, 2024, at Hotel Nyborg Strand, with the option to register for either one day or both days. There will also be opportunities to sign up for dinner and accommodation.

You can still register via klubben@drholm.com

IS OBESITY A DISEASE

Is obesity a disease? Should it be? Novo Nordisk has announced that severe obesity should be viewed as a disease, which they are criticized for. The pros and cons of categorizing severe obesity as a disease. Watch or rewatch debate segments on [TV2 Go Aften Live](#) and [DRs Aftenshowet](#) (27 minutes into the program) (programs in Danish).



UK BANS POPULAR TV ADS

In mid-September, the Danish Newspaper, Ekstra Bladet reported that a new law in the UK will ban junk food TV advertisements before 9 PM. Starting October 1, 2025, ads for unhealthy foods will be prohibited on British television. Advertisements for burgers, fries, and fried chicken will only be allowed after children are in bed. Additionally, online ads for products high in fat, salt, and sugar will be completely banned. This move is part of the government's effort to improve public health, as Health Minister Andrew Gwynne stated in the House of Commons, according to [The Guardian](#). Health advocates are pleased that major fast-food chains will now face restrictions on their ability to target children with ads for unhealthy products.

“This is fantastic news. These restrictions will help protect children from being exposed to ads for unhealthy food and drinks, which research shows significantly affects their relationship with food,” said James Toop, CEO of Bite Back, an organization focused on improving children's health through food and nutrition.

“We know that the more junk food ads you see, the more unhealthy food you’re likely to eat. Limiting these ads will help prevent fewer young people from falling into this trap,” he added.

[Til kamp mod fedme: Storbritannien forbyder populære tv-reklamer – Ekstra Bladet \(article in Danish\)](#)



DANONE

Danmarks Radio (the national broadcaster in Denmark) has reported that Danone is receiving harsh criticism for distributing unhealthy yogurt to children at playgrounds. Danone has stated that the distribution was due to a "human error," but experts say this does not absolve them of legal responsibility.



On July 27, children and parents at Frederiksberg Have playground received an unexpected visit from two employees of the French company Danone, who arrived with a cart full of free Danonino yogurt. This allowed both children and adults with a sweet tooth to grab a strawberry yogurt in the summer heat. However, the method has been criticized as aggressive marketing, and Danonino products are so high in sugar that they are comparable to ice cream or chocolate bars, according to several experts. The yogurt was distributed at three playgrounds in Copenhagen and Frederiksberg in June and July. Specifically, the distributions took place at Frederiksberg Have, Ørstedparken, and Fælledparken, where a total of 5,000 free yogurts were handed out over three distribution days, Danone told DR News.

The French company declined to participate in an interview with DR News but provided a written statement saying that the playground distribution occurred due to a "human error."

"It goes against our own marketing policies, and we will immediately review our processes to ensure it does not happen again," Danone stated.

According to Jan Trzaskowski, a professor of marketing law at Aalborg University, the distribution could be considered a breach of marketing laws. It may appear to violate regulations when a company promotes its highly sugary products at a playground, which is naturally full of children.

<https://www.dr.dk/nyheder/indland/danone-faar-haard-kritik-uddele-usund-yoghurt-til-boern-paa-legepladser> (article in Danish)



ZERO SCREEN TIME FOR CHILDREN UNDER 2 YEARS OLD

At the beginning of September, Ekstra Bladet reported that Swedish health authorities, Folkhälsomyndigheten, have released new guidelines recommending that children under the age of two should not have any screen time.

The new Swedish recommendations include the following:

- Screens should not be used before bedtime, and devices like mobile phones, tablets, and similar should be kept out of the bedroom before going to sleep.
- A Swedish rule of thumb is that children under two should have no screen time, while those aged two to five should use screens for a maximum of one hour per day.
- Children aged six to twelve should have a maximum of one to two hours of screen time per day, and teenagers aged thirteen to eighteen should not exceed two to three hours of screen time in their free time.
- Additionally, Swedish authorities encourage parents to actively decide what content their children engage with and to set firm rules regarding screen time.

The aim of these new guidelines is to promote a better balance between screen time and other important aspects of life such as physical activity, sleep, and other health-promoting activities for children and adolescents, while also reducing exposure to inappropriate content.

"The recommendations primarily support parents and adults who are close to the children, as well as the children and young people



themselves. We hope this will contribute to a better balance, counteract problematic screen use, and assist families in their daily lives," says Olivia Wigzell, Acting Director General of Folkhälsomyndigheten.

According to a report released by the Swedish authorities in June, research shows that high screen time can lead to poorer sleep, depressive symptoms, and dissatisfaction with one's body. It also indicates that children and adolescents find it easy to become glued to screens at the expense of sleep, relationships, and physical activity.

Folkhälsomyndigheten's recommendations cover the use of digital media during leisure time, including social media, video clips, streaming films, TV, computer games, other digital games, and visual entertainment.

<https://ekstrabladet.dk/forbrug/Teknologi/svensk-advarsel-nul-skaerm-til-boern-under-2-aar/10356396> (article in Danish)

VALUES OF THE HOLBAEK MODEL

It is encouraging to see that national and international health authorities are increasingly setting clear limits on what is acceptable for our children and adolescents. For over 15 years, the Holbaek Model has established firm guidelines regarding children's and adolescents' intake of sugar and sweeteners, as well as their screen time. These limits were initially set based on significant international recommendations from organizations such as WHO and the American Academy of Pediatrics, due to the clear negative impacts on physical, mental, and social well-being, as well as the risks associated with inactivity and obesity, which further exacerbate the well-being of children and adolescents and can ultimately lead to a range of diseases, including cardiovascular conditions.



MASTERCLASS for Healthcare Professionals

The next MasterClass is scheduled for Tuesday, October 8, 2024, from 11:00 AM to 12:00 PM.

If you would like to participate, please send an email to Dorte at klinikken@drholm.com

The only requirement for participation is that you have attended Seminar 1 or more in the Holbaek Model's educational program.

If you wish to discuss a case, you can inform Dorte about it during registration, and you may receive a template to assist you. In recent MasterClasses, we have had a considerable number of participants, so we have moved away from introductions.

However, you are welcome to ask questions about the Holbaek Model, Obesity Treatment Tool Pro, or other relevant questions that you encounter in your clinical practice.

UPCOMING SEMINARS IN THE HOLBÆK MODEL

The Holbaek Model is evidence-based, and its seminar education and digital tools have been awarded as the Best National Education Program [in Europa in 2022](#).

Seminars are held in Holbaek.

Seminar 1: September 24-25, 2024.
Introduction course.

Seminar 2: November 4-5, 2024.
Follow-up course: Monitoring and Handling Variations in Overweight.





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www.jenschristianholm.dk/uk/

Seminar 3: December 17-18, 2024.

In-depth Course: Become Excellent – Including with Challenging Patients.

Seminar “Pregnancy and obesity” Dates to be announced

<https://www.jenschristianholm.dk/uk/our-products/seminars-for-healthcare-professionals.aspx>

The scientifically supported digital solution for the Holbaek Model; [*Obesity Treatment Tool Pro*](#) is part of the seminar content for all seminars.

The Holbaek Model, including its educational programs and digital solutions (DrHolmApp and Obesity Treatment Tool Pro), has been awarded the Best National System in Europe for the treatment of obesity.