



Figure 1. The effect of baseline motivation to lose weight for self-appearance reasons on weight loss at 3months through 30months. Women who were highly motivated on this factor at baseline gained weight, on average, 30months later, whereas women minimally motivated by this factor lost 6percent of their baseline weight. Effects are controlling for baseline BMI, age, other reasons for wanting to lose weight, and intervention group. Negative weight loss indicates weight gain relative to baseline weight.