



Story Angles:

Is your Diet Starving You?

A survey from TSC, a division of Yankelovich, reports that at any one time almost 2/3 of Americans are on a diet.

- Two in three people admit that hunger causes them to cheat on their diet.
- A majority of dieters (56%) feel there are times when they are “starving themselves to death.”

These impressions highlight the important role that hunger plays in the weight loss process and how it can derail dieting success. Armed with these consumer insights and an understanding of the ability of specific foods to control appetite, Slim-Fast has adapted its entire line of Slim-Fast Meals—both Shakes and Meal Bars-- to address the issue of appetite control head-on by formulating them to control hunger for up to four hours.

The Full Story: How to Control Your Hunger

Spot quiz about controlling hunger: which of these four meal choices keeps you feeling full longer?

- A hamburger with a soda
- A bagel with low-fat cream cheese and a glass of orange juice
- A yogurt
- A Slim-Fast Optima Shake

The answer: *the Slim-Fast Optima shake*

According to a new head-to-head study from the University of Arkansas, the 190-calorie meal replacement shake controls hunger for four hours, 52 minutes -- 42 minutes longer than the burger meal, 77 minutes longer than the yogurt, and statistically as long as the bagel meal--in less than half the calories and with significantly more nutrition per calorie—an important consideration for dieters who want to reduce calories without sacrificing satisfaction or nutrition.

How to Shake Up Your Hunger: Why Meal Replacements?

Meal replacements are a category of calorie-controlled diets that replaces 1 or 2 meals with a nutritionally balanced, vitamin/mineral fortified shake or meal bar, or frozen prepared meal. This helps take the guesswork out of counting calories with built-in portion control, which is ever so necessary in our increasingly overweight nation.

In 2005, *Consumer Reports* conducted a review of 9 popular diets and awarded Slim-Fast the second-highest rating based on the strength of its strong short-term weight loss results and balanced nutrition. It was touted as one of the best researched of all the diets, ranked second only to Weight Watchers, which had the best overall adherence rate.

Bob Greene’s “Best Life Diet”

Bob Greene, exercise physiologist and trainer to Oprah Winfrey, has authored a new lifestyle and diet book called “The Best Life Diet”, which encourages consumers to manage calories and learn how to better understand and gauge hunger. Bob Greene suggests reducing calorie consumption by using a mini meal or meal replacement shake such as Slim-Fast.

“I believe it’s important to eat fewer calories at night vs. during the day. So for dinner, a Slim-Fast meal replacement shake is a great way to get balanced nutrition in only 190 calories,” said Greene. “And for breakfast, a Slim-Fast meal replacement and fruit is a smart and simple way to jump start your metabolism in the morning. Meal replacements provide key nutrients to start your day off right.”



Dancing the Weight Away

Season 3 of ABC's popular hit, *Dancing with the Stars* featured a human-interest story. Tysonia Sichinga, a working mother from Carson, CA lived out her ballroom dancing fantasies while improving her physical wellbeing on the Slim-Fast Dance Challenge. Just like the celebrities on the show, Tysonia was paired with a renowned professional ballroom instructor who taught her new dances every week. The difference between Ty and the celebrities is that while they spend 10 hours a day learning how to dance- Ty squeezed her lessons in while working a full time job and raising two daughters. After finishing the show, Ty feels great, has lost 15 pounds and 2 dress sizes, and is continuing her healthy weight loss journey.

Slim-Fast offers FREE Support

Slim-Fast provides a free online "virtual" weight loss center that provides consumers access to a variety of tools to create their own personalized meal plans, track their weight loss progress, access an online community of support, and contact weight loss advisors for support and registered dietitians for advice at www.slimfast.com or by phone at 1-800-SLIMFAST. Consumers can find "The Slim-Fast Guide to Weight Loss Success" online which offers consumers all they need to get started on the Slim-Fast Optima Diet, including meal planning and weight loss tips.