



LEADING NUTRITION AND WEIGHT-LOSS EXPERTS HIGHLIGHT NOVEL APPROACHES TO CONTROLLING HUNGER

Triggering a Sense of Fullness Important for Weight Loss Compliance

ENGLEWOOD CLIFFS, NJ. – Controlling hunger is a critical factor that can contribute to the prevention of weight gain and help promote healthy body weight, according to a panel of leading nutrition and weight-loss experts who met recently, for the first time ever to discuss the latest science behind appetite control and weight loss. The proceedings of the “Dietary Synergies in Appetite Control,” symposium, sponsored by Slim-Fast Foods, a division of Unilever North America, are published this month in a supplement of the medical journal *Obesity*, the official journal of the North American Association for the Study of Obesity (NAASO).

“Hunger is an obstacle in weight loss compliance,” said Richard D. Mattes, PhD, MPH, RD, a renowned expert in the science of appetite control and satiety and Professor of Foods and Nutrition at Purdue University. “Understanding what triggers satiety can help in the development of weight loss approaches that have the potential to be more effective in helping consumers succeed. That’s important news for many of the 120 million Americans who are now overweight or obese and may be looking for new ways to lose weight.”

According to a recent survey from TSC, a division of Yankelovich, nearly two of every three Americans are on a diet at any one time. However, more than half (53 percent) say they cheat on their diet because they’re hungry. In fact, 31 percent of dieters feel that they are starving themselves while on a diet.

Novel Approach to Fighting Hunger Pangs

During the symposium, the group of experts discussed the latest research on weight loss and hunger control in an attempt to better understand the mechanisms and biological responses relating to hunger, satiety and digestion. The meeting focused on appetite control –neural, orosensory and digestive influences on appetite that affect the meal size and the length of time people wait between meals as well as psychological triggers related to food – in an effort to identify potential synergies that could provide future direction for approaching the problems of overweight and obesity. The topics addressed the complex series of interactions between the digestive system and the brain that signal satiety, or fullness. One of concepts discussed is known as the “ileal brake” principle.

“Dietary fat is typically digested in the first and shortest part of the small intestines called the duodenum. However, digestion of fats in the ileum (lower part of the intestines) appears to apply a “brake” on digestive process by stimulating the release of hormones that send fullness, or satiety signals to the brain,” explained David J. Mela, PhD, a Senior Scientist at the Unilever Food and Health and Research Institute.

At the symposium, Dr. Mela presented research on a novel way of triggering this natural process with a patent-pending emulsion of proteins and fats. In one of the early University research studies, people received a small amount of fat (lipid) delivered directly into the ileum by a nasogastric tube. Levels of cholecystokinin (CCK), a hormone associated with hunger suppression in response to the presence of fats, increased, and there was a significant effect on the measurements of fullness, or satiety. Additional research studies were subsequently conducted which incorporated this novel technology into the Slim-Fast meal replacement shakes, with similar results of an increase in satiety for up to four hours after drinking the shake.

“Our research shows that delivering just a little fat to the right place in the body can have a big effect in making dieters feel full,” Dr. Mela said.

During the past five years, the Unilever Food and Health Research Institute has worked to develop a shake that could naturally trigger the ileal brake. The result is a newly reformulated



shake that can help dieters stay full for up to four hours on just 190 calories, far fewer calories than most meals and many snacks.

About Slim-Fast Foods Company

Slim-Fast, a business unit of Unilever, offers a proven and effective way to lose weight that includes delicious and nutritionally balanced weight loss shakes and meal bars, meal planning and tracking tools, physical activity suggestions, and expert advice and support for successful weight loss, and weight maintenance as well as improvement in the health risks associated with obesity. The Slim-Fast product line includes an affordable range of Shakes, Powders, Meal Bars, Breakfast Bars, Snack Bars and Muffin Bars that are available in retail outlets nationwide. Visit slim-fast.com or call 1 800 SLIMFAST for more information.

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In the United States these brands include recognized names such as: Axe, "all," Ben & Jerry's, Bertolli, Breyers, Caress, Country Crock, Degree, Dove personal care products, Hellmann's, Lipton, Knorr, Popsicle, Promise, Q-Tips, Skippy, Slim-Fast, Snuggle, Suave and Vaseline. All of the preceding brand names are registered trademarks of the Unilever Group of Companies. Dedicated to serving consumers and the communities where we live, work and play, Unilever in the United States employs approximately 15,000 people in 66 office and manufacturing sites in 24 states and Puerto Rico—generating more than \$9 billion in sales in 2005. For more information visit www.unileverusa.com.

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