



STUDY FINDS SLIM-FAST MEAL-REPLACEMENT SHAKE CONTROLS HUNGER LONGER THAN A HAMBURGER AND A SODA

Survey Reveals Consumers' perceptions Misleading

ENGLEWOOD CLIFFS, NJ. (January 03, 2007) –A clinical study has confirmed that a 190-calorie Slim-Fast Optima® meal replacement shake was effective in controlling hunger significantly longer than a 400-calorie meal consisting of a hamburger and a soft drink. The study, a head-to-head/food-to-food challenge conducted at the University of Arkansas, also found that the Slim-Fast Optima Shake controlled hunger significantly longer than a 190-calorie yogurt and as long as a 400-calorie breakfast of a bagel with low-fat cream cheese and a glass of orange juice.

Hunger control remains an important issue for dieters. According to a new consumer survey conducted by TSC, a division of Yankelovich, for the second year in a row the biggest reason people fall of their diet is because of hunger, and almost two-in-three people admit that hunger causes them to cheat on a diet. The research also states that 83 percent of consumers identify a hamburger as one of the most filling foods, and in a one-to-one comparison, 73 percent of the respondents believe that a hamburger will keep them feeling full longer than a meal replacement shake. These consumer impressions highlight the importance of better understanding the ability of specific foods to control appetite and pose an interesting juxtaposition to results of a new study conducted by researchers at the University of Arkansas that demonstrates a 190-calorie meal replacement shake controls hunger *longer* than a hamburger.

The randomized, crossover trial conducted by The University of Arkansas involved 24 healthy men and women (age 18-60 years; BMI 22-30 kg/m²) who were fed one of four different meals for breakfast on separate days. During a five-hour period after each meal, appetite ratings such as hunger, fullness, and the desire to eat another meal or snack were measured at regular intervals. The results demonstrated that the 190-calorie Slim-Fast Optima shake controlled hunger for 4 hours and 52 minutes—significantly longer (+42 minutes) than a 400-calorie meal of a hamburger and a cola (similar to a hamburger

and a 12-oz soda ordered at any fast food chain restaurant), significantly longer (+77 minutes) than a 190-calorie custard-style yogurt and statistically the same as a 400-calorie meal of a bagel with low-fat cream cheese and a glass of orange juice. Similar results were observed for fullness, desire for a meal and desire for a snack. And when expressed on a per-calorie basis (minutes/calorie), the Slim-Fast shake outperformed each meal/snack option (see Table 1).

“This research is surprising because it shows that a meal replacement can be more effective at controlling hunger when compared to other common food choices,” said Jean-Francois Meullenet, Ph.D., Associate Professor, University of Arkansas Department of Food Science. “We found that that a highly nutritious, low-calorie shake for breakfast or lunch will control hunger longer than seemingly more satisfying foods, giving consumers a lower-calorie alternative that can stave off cravings and help them succeed at sticking to their diets.”

Table 1: Average time to return to pre-meal levels for hunger

Meal	Serving Size (g)	Calories	Time to return to pre-meal hunger level	Minutes/Calorie of hunger control
Slim-Fast Optima Shake	330	190	292 minutes (~5 hours)	1.5
Yogurt	330	190	215 minutes (~3 ½ hours)	1.1
Bagel with low-fat cream cheese, orange juice	330	400	338 minutes (~5 ½ hours)	0.8



Hamburger with bun, small soft drink	351	400	250 minutes (~4 hours)	0.6
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The Slim-Fast shake was able to control hunger as long as the bagel and juice meal option in less than ½ the calories and with significantly more nutrition per calorie—an important consideration for dieters who want to reduce calories without sacrificing satisfaction or nutrition (see Table 2). A Slim-Fast Meal offers a more nutrient-dense alternative to all of these meal options, providing balanced nutrition with 1/3 of most essential vitamins and minerals per serving—including 50% of the daily value for calcium and 100% of the antioxidant vitamins C and E-- a more robust nutritional profile of essential nutrients and lower in fat and sugar than many other commonly-eaten morning and afternoon foods.

Table 2: Nutritional profile of meal options

Meal	Calories	Fat (g)	Protein (g)	Carbohydrates (g)	Fiber (g)	Contains 24 Vitamins and Minerals
Slim-Fast Optima Shake	190	6	10	25	5	Yes
Yogurt	190	3.5	7	32	0	No
Bagel with low-fat cream cheese, orange juice	400	6.2	13.4	72	2	No
Hamburger with bun, small soft drink	400	13.7	22.75	49	0	No

“Dieters need to find ways to set themselves up for success when cravings strike, and eating foods that are nutrient-dense as well as satisfying is a good strategy,” stated Patricia Groziak, M.S., R.D., Senior Manager, Medical Marketing for Slim-Fast. “This research proves what we already knew, that Slim-Fast Optima shakes are a great low-calorie, nutritious meal choice for breakfast or lunch that can significantly control appetite relative to other food choices of equal or greater calories. Delivering balanced nutrition and hunger satisfaction in a rich, creamy shake is a great choice for consumers to not only help them battle against cravings but also achieve their weight loss goals.”

Last year Slim-Fast reformulated the Slim-Fast Optima shake. It is the first of its kind as a new option for weight loss using a unique, proprietary blend of common food ingredients – namely fats and proteins -- in a great tasting shake with a nutritionally balanced formula. The new shake is proven to control hunger for up to 4 hours and is based on research, conducted over the last four years, to identify the best ways to use the food ingredients in Slim-Fast to maximize its ability to stimulate and prolong the natural processes that send fullness signals to the brain. The result: the feeling of fullness lasts for up to 4 hours, helping dieters better manage between-meal hunger.

Slim-Fast is a proven, effective way to lose weight and keep it off.

The use of meal replacements is recognized by nutrition professionals as an effective and successful weight management strategy that helps dieters with portion control. Slim-Fast, the leading brand of meal replacement shakes and bars, is one of the best researched of all diet plans, supported by 35 published clinical studies that demonstrate effective short- and long-term



weight loss results and weight maintenance. In fact, results of both 3-month and 1-year studies as well as those carried out to 4 years show that those groups using meal replacements consistently had significantly greater weight loss (7% to 8% initial body weight) than those following traditional reduced-calorie diets. In addition, study results show improvements in mitigating the health risks associated with obesity, including type-2 diabetes, cardiovascular disease and osteoarthritis.

Slim-Fast is flexible and convenient so it can fit into anyone's busy lifestyle.

Americans are time-stretched and rushing to get a healthy meal on the run, which leads many people to rely on unhealthy versions of fast food and convenience foods. Slim-Fast Shakes and Meal Bars are truly Meals On-The-Go that can go anywhere with no preparation or cooking needed. And the Slim-Fast Optima Diet is simple to follow—simply replace breakfast with a Slim-Fast Meal, combine a Slim-Fast Meal with a 200-calorie healthy food choice at lunch, dine on a Sensible Meal at dinner, and snack on fruits, vegetables or portion-controlled, satisfying snacks between meals. There are 4 customized meal plans designed to help people get started in achieving their personal healthy weight goal. Or, use Slim-Fast Meals as part of any diet plan for a nutritionally-balanced, satisfying, calorie-controlled meal replacement.

About Slim-Fast Optima® Meals On-The-Go

Slim-Fast has been a national leader in the weight-management field for nearly 30 years. Recently, the company reformulated its flagship product, the Optima Shake, to control hunger for up to 4 hours with just 190 calories. The product contains a unique, patent-pending protein blend that triggers a feeling of fullness (satiety) in the body through normal digestive processes – without appetite suppressants or stimulants. Because many dieters cite hunger as a key reason for why their diets fail, the new Slim-Fast shakes can help them stay on track to achieve their weight loss goals. And Slim-Fast Meal Bars have also been proven to control hunger for up to 4 hours.

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.

About Unilever

Unilever [NYSE: UL, UN], one of the world's largest consumer products companies, aims to add vitality to life by meeting everyday needs for nutrition, hygiene and personal care. Each day, around the world, consumers make 150 million decisions to purchase Unilever products. The company has a portfolio of brands that make people feel good, look good and get more out of life.

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, Sunsilks 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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