



Zotrim Says No-No To Yo-Yo Diets

A recent survey suggests that 1 in 3 adults in the UK is on a permanent diet, with 1 in 20 women fretting about their figures for more than three hours a day¹.

As we all know, 'dieting' often has limited success and even when successful can result in a rebound yo-yo when dieting ceases. Zotrim, a herbal weight-loss supplement, offers a solution. Proven effective in a series of published studies, including a double-blind, randomised trial², Zotrim works by helping to boost satiety, the feeling of fullness, so you eat less at meal times, snack less during the day and re-learn healthy eating habits. Zotrim has been shown to be effective without radical change in diet but can also be used to increase the chances of success of any chosen diet plan.

The most recent Zotrim study, published in The British Food Journal 2007, showed not only weight reduction (85% of trial participants lost weight when using Zotrim) but also a reduction in waist and hip circumference, and an improvement in control over eating behaviour³.

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Notes to editors:

Dr Jason Halford, director of the Human Ingestive Behaviour Laboratory and convenor of the Liverpool Obesity Research Network, is available for comment on the subject of obesity, appetite and eating behaviour.

Zotrim costs £21.95 for one month's supply, and is available from Boots, Tesco, Superdrug, Waitrose, Sainsbury's, Lloyd's pharmacy, Holland & Barrett and good health food stores, as well as direct from Nature's Remedies on 0845 345 0724 or www.zotrim.com

¹ Tesco, January 2007

² "Weight loss and delayed gastric emptying following a South American herbal preparation in overweight patients"

T Andersen and J Fogh, Journal of Human Nutrition and Dietetics 14, 243-250 (2001)

³ "Effectiveness of a herbal weight loss supplement (Zotrim™) for weight management"

CHS Ruxton, L Kirkwood, B McMillan, D. St John, CEL Evans, British Food Journal 109(6), 416-428 (2007)

For further information, a copy of the clinical reports, samples, photography or case studies, please contact Siarah Khan or Sarah Summerfield at CCD PR on 020 7434 4100 or sarah@ccdpr.com .