



NEW SIZE!

Zotrim Leads By Example for the Summer Slim-Down '09

As you slim down for summer, Zotrim is slimming down too! The all natural weight loss aid has shed inches from its waist, and is now available in a slender single pack – a two-week supply perfect to take on holiday.

Zotrim is the only natural weight loss aid with scientific evidence of weight reduction – as seen on the BBC[1]. Zotrim works by boosting the feeling of fullness so you eat less during meals and snack less between them.

Follow Zotrim's lead and slim down for summer - get your hands on the new, skinny pack (£10.95) at Superdrug and Morrison's stores nationwide.

For top tips on maintaining weight loss during indulgent holidays, visit www.zotrim and sign up to receive step-by-step guidance from leading dietitian Jane Griffin.

- Ends -

For more information, expert comment from a celebrity personal trainer or leading UK dietitian, samples or case studies please contact: Hollie Thomson or Kathryn Dunlop at CCD PR – 020 7434 4100 or hollie@ccdpr.com / kathryn@ccdpr.com

[1] Professor Regan's' Diet Clinic, Thursday 16 April 2009, 9pm, BBC2

Notes to editors:

Experts available for comment, or to create diet and fitness plans:

- **Laura Williams** – celebrity personal trainer and Zotrim Fitness Consultant

One of the UK's top personal trainers, Laura William's clients include celebrities, people wanting to shape up for a special occasion and elite athletes who require intensive training. She is an accredited Level 3 Personal Trainer (qualified in Nutrition and Weight Management), a qualified Pilates teacher and holds additional qualifications in Sports Conditioning.

As well as being a top-ranking fitness expert, Laura is an established media commentator – her advice has been featured in The Independent, Zest, More! FHM, Health & Fitness, plus many more UK titles.

Laura says her motto is to try and make physical exercise do-able and effective for everyone: “I believe it is possible to get into shape and look after yourself without sacrificing the good life. You can only be so disciplined for so long - I can't give up sweets or commit to five hours in the gym every week so I don't see why my clients should!”

- **Jane Griffin** – leading dietitian and Zotrim Consultant Dietitian

One of the most respected sports dietitians in the UK. As the Consultant Nutritionist to the British Olympic Association from 1990 to 2001 she worked with a wide range of Olympic sports including archery, badminton, rowing and canoeing.