



## **NEW ZOTRIM SURVEY: “Jelly Belly” is the most hated body bulge**

It's official, of all body hang-ups it's a wobbly stomach that torments us the most. A new survey from Zotrim, the all-natural weight loss aid, has found that a mighty 37% of UK men and women hate their “jelly belly” more than any other body bulge<sup>1</sup>.

The dreaded “muffin top” was the next most hated: the unsightly waistband overhang plagues 15% of the UK more than any other bulging bit. “Thunder thighs” mustered 6% of the vote, while “bingo wings” (flabby upper arms) and the “double chin” are most loathed by 4% of UK residents. “Back fat” and fat ankles, known as “Cankles”, both received 1%.

Zotrim Consultant Dietitian Jane Griffin says it's no surprise the “jelly belly” won more than a third of the vote.

“When we gain weight our belly is often the first place that we notice it. Not only does it look unsightly, it can also have health implications: too much belly fat increases the risk of heart disease, breast cancer, diabetes and other serious illnesses.

“At this time of year it's especially important that we eat well: we've spent the festive season overindulging so January is the perfect time to get our eating habits back on track. Controlling your appetite with a natural weight loss aid like Zotrim means you won't be tempted to overeat.”

Zotrim controls your hunger by boosting satiety – the feeling of fullness – so you eat smaller portions and snack less, making it so simple to blitz those unwanted wobbly bits.

Zotrim, £21.95 for one month's supply, is available from Boots, Tesco, Superdrug, Waitrose, Sainsbury's, Lloyd's pharmacy, Holland & Barrett and good health food

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<sup>1</sup> Survey conducted by YouGov, 2041 respondents, 22 December 2008

stores. Mail order direct from Nature's Remedies on 0845 345 0724. For more information visit [www.zotrim.com](http://www.zotrim.com)

"Zotrim Body Bulges Survey" - national results:

- "Jelly belly" – 37%
- "Muffin top" – 15%
- "Thunder thighs" – 6%
- "Bingo wings" – 4%
- Double chin – 4%
- "Cankles" – 1%
- "Back Fat" – 1%
- "Sausage fingers" – 0%
- Other – 4%
- Don't know – 6%
- None – 21%

- ENDS -

For more information, expert comment, images or samples please contact:  
Kathryn Dunlop or Zoe Hooper  
[kathryn@ccdpr.com](mailto:kathryn@ccdpr.com) / [zoe@ccdpr.com](mailto:zoe@ccdpr.com)  
020 7434 4100