

Half of Brits overweight, but 84% of New Year's Weight Loss Resolutions still going strong

Submitted by: Arena Media

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Although normally only 12% of our New Year's Resolutions succeed, British dieters have found an effective method to incorporate their resolutions in their lives. A hefty 84% of people who have joined the JENNY CRAIG (<http://www.jennycraig.co.uk>) programme in 2012 are still sticking to their diet plans, and on average, they have lost 5.58lbs during the first 3 weeks of the year.

Independent research shows that in 2011, exactly half of all British adults thought of themselves as overweight. 40% of British men felt this way about themselves, versus 59% of British women. What's even more shocking is the way people dealt with their worries about their weight and health. The same research showed that 39% of the female and 23% of the male population said that they were trying to lose weight most of the time, and 14% of all Brits admitted that they often skip a meal in order to lose some weight.

Jacqui Morrell, JENNY CRAIG dietician, says: "Skipping meals actually works against weight loss. Your metabolism will slow down if you don't eat, which makes it more difficult to lose weight. On the JENNY CRAIG programme, we encourage people to have 3 meals and 3 snacks throughout the day."

In 2007, the British psychologist Richard Wiseman studied 3000 people in the UK and discovered that 88% of our serious New Year's resolutions are abandoned prematurely. Since the most popular New Year's resolution is weight loss, it's impressive that 84% of people who made the New Year's resolution to lose weight with Jenny Craig are still going strong.

Jacqui Morrell says: "The key to JENNY CRAIG's success is our very personal approach. If you're on JENNY CRAIG, we prepare and deliver portion and calorie controlled food which spans a range of cuisines and is also incredibly tasty. Clients have their own personal consultant who calls at a convenient time every week to discuss how it's going and to inspire you to keep up the good work as you successfully lose weight. And if you have any questions throughout the week, clients can always get in touch with one of the consultants. It really is one of the ultimate weight loss programmes – you'll never look back!"

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Note to editors:

One of the leading weight management programmes in the US, JENNY CRAIG's unique Mind-Food-Body approach combines delicious home delivered food with weekly one-to-one consultations. JENNY CRAIG has had more than 5 million clients over the past 10 years in US, Canada, Australia and New Zealand and launched in the UK in April 2010.

JENNY CRAIG costs from £11 per week. For more information contact 0800 088 2034 or visit www.jennycraig.co.uk (<http://www.jennycraig.co.uk>).

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