

British women are in a constant state of confusion about their health

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NATIONAL NEWS RELEASE

British women are in a constant state of confusion when it comes to their health and well-being, according to a new study.

Researchers took an in depth look at how the nation's women feel about the health messages and advice they receive.

According to the study, women feel bombarded on a daily basis with conflicting health messages, leaving a staggering 81 percent feeling baffled by an information overload.

Whether a glass of wine is bad for you, whether it's better to eat a low carb or a low fat diet and if expensive anti-ageing creams really work, have emerged among a list of things modern women find the most confusing.

How much water to drink a day, whether you can drink any alcohol when you're pregnant and whether or not to cut out bread completely and avoid red meat are also sources of daily confusion.

Almost two-thirds of women (63 percent) confess they are at their wits end about the right thing to do in regards to their health, wellbeing and body – with 88 percent saying they wish someone would just give it to them straight.

The poll reveals that friends and doctors are the number one go-to advice givers (51 percent) suggesting UK women trust both equally.

Almost half of women (49 percent) say they turn to the Internet for guidance, with 14 percent scrolling through social media for the best advice.

Worryingly, a quarter (26 percent) of women confess that they are not happy in their own skin and would like to look and feel better.

This is perhaps reflected in the fact that two-thirds (66 percent) say they feel pressure to look and feel their best.

The majority of UK females (79 percent) admit they worry about getting it wrong in terms of their health and wellbeing.

And 60 percent say they would like to be able to keep their beauty regimes as straightforward as possible.

A further four in ten (39 percent) of the 1,500 women polled said they are constantly switching from one fad to another in the endless quest for wellbeing.

The research by E45 was commissioned to launch the brand's new 'Straight Up Skincare' campaign, with newly announced brand ambassador, Olympic boxer Nicola Adams OBE.

Nicola Adams OBE said: "I'm incredibly proud, and excited, to be partnering with E45 as their ambassador to launch 'Straight Up Skincare.' I wholeheartedly support their ambition to encourage women to live less complicated, straightforward lives.

"In and out of the boxing ring, I always try to live life 'straight up' and without fuss, given how hectic life can be. It's clear that a lot of UK women want to do the same, however they feel overloaded with information. I think that's the reason that this campaign will resonate with so many people up and down the country."

Kate Sweeney, Category Marketing Manager at E45 said: "The research shows that UK women feel bombarded with lots of conflicting and, at times, downright confusing pieces of advice and information every day.

"We're launching our 'Straight Up Skincare' campaign because we know that women are leading busy lives and just want straightforward advice and products, which is something that E45 stands for and at the core of what we offer customers."

Four in ten (40 percent) of those polled say they feel pressured to spend more time and money on their beauty regime to keep up with their friends and colleagues.

Of those polled, one in twenty (6 percent) confess to hanging on every word of celebrities when it comes to advice and a further 9 percent have turned to sources such as Wikipedia as a reliable information source.

What UK women find most confusing about their health and well-being... (according to women)

1. Do expensive anti-ageing creams really work?
2. What is healthier, a low fat or low carb diet?
3. How much water should you drink every day?
4. Are diet drinks worse for you than drinks with sugar?
5. Should you cut bread out of your diet completely?
6. Are low fat foods all full of sugar?
7. Is coffee bad for you?
8. Is red meat healthy or not?
9. Will washing my hair everyday dry it out?
10. Is running good for your heart or bad for your joints?
11. What is better to do cardio or strength exercises?
12. If you pluck a grey hair, will more appear?
13. Should you cleanse, tone AND moisturise every day?
14. Should you eat dairy or not?
15. Will shaving your legs make my hair grow back thicker?
16. How much water should you drink?

17. Is a glass of wine bad for you?
18. Will eating butter clog your arteries?
19. Are avocados healthy or fattening?
20. Should you take a day's rest between exercise days?
21. Is it better to have a fizzy drink or an alcoholic one?
22. Will products on the skin clog it up?
23. Is sparkling water bad for your teeth?
24. Is olive oil good for you?
25. Will chocolate give you spots?
26. Will lifting heavy weights bulk you up or make you lose weight?
27. Should you pluck your eyebrows?
28. Is retinol good or bad for the skin?
29. Is it OK for your skin to have the odd sun bed?
30. Will sunbathing age your skin?
31. Are prawns healthy or full of cholesterol?
32. Is fruit a carbohydrate?
33. Will high heels make you look thinner or give me bunions?
34. Will botox make you look older?
35. Should you drink Guinness when pregnant?

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Contact hsrriet@gingercomms.com for more details about the study