

## 3 IN 5 BRITS THINK THEIR PARTNER COULD DO WITH LOSING WEIGHT

Submitted by: 10 Yetis PR and Marketing

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Research of nearly 1500 Brits has found that 64% believe their partner could 'improve their physique', with half admitting to lying to their partner about their thoughts on their appearance.

A study commissioned by a leading UK sports supplement company has found that 3 in 5 Brits tactfully believe their partner could 'improve their physique'.

52% of the 1,472 participants admitted they had lied to their partner when asked their thoughts on their partner's appearance, with 58% claiming their lover 'needs to lose weight'. 4 in 5 admitted that their partner did not exercise as often as they should.

The most common lie relating to appearance according to the study commissioned by [www.Myprotein.co.uk](http://www.Myprotein.co.uk) was 'no, you haven't put on weight', said by 32% of those polled at some stage to their loved one.

Men were more likely to lie to their partners about their appearance than women, with 61% compared to 44% respectively. Alternately, it was women who were unhappiest with their partner's appearance, with 68% compared to 59% of men, meaning that women are more likely to be upfront about their concerns.

The majority of people, 73%, cited physical attraction as an 'important' aspect of a relationship, meaning that these results could give an insight into the reasons relationships break down.

When asked 'if you believe your partner needs to lose weight, what worries you the most about their body?' 31% said 'their health', whilst 56% said 'physical attraction between us'.

Interestingly, the correlation between people who had been in relationships the longest and those that were least concerned by their partner's appearance was evident. Participants who had been in a relationship with their partner for less than a year were twice as likely to be bothered about their partner's appearance than participants who had been in a relationship for longer than 10 years, 83% compared to 48%.

Oliver Cookson, Managing Director of [Myprotein.co.uk](http://Myprotein.co.uk) had the following to say,

"There is clearly a gender difference between the ways we think about our partners, with men much less likely to be bothered about their partner's appearance, contrary to popular belief. The fact that men are more likely to lie to their partners if they don't have an issue though can be taken one of two ways – it can either be construed as 'polite white lies' or dishonesty. Personally, I think men are far less shallow than given credit for, on the whole!"

"Looking after yourself is obviously important for reasons of health, but it could also be extremely important to ensure mutual happiness within your relationship. I don't think this means you need to go to extremes if you are not that way inclined, I think it is just about being mindful of your partner's opinion and preferences."

ENDS

For further information or to arrange an interview with Oliver Cookson, MD of Myprotein.co.uk, please contact Rich Leigh, 10 Yetis Public Relations (<http://www.10yetis.co.uk>) Agency on 01452 348 211 or [rich@10yetis.co.uk](mailto:rich@10yetis.co.uk).

EDITORS NOTES:

- Myprotein.co.uk is Europe's leading UK based online manufacturer and supplier of sports nutrition products
- Myprotein.co.uk has been featured in the Daily Express, The Sunday Times, The Daily Mail, The Telegraph, Men's Fitness, Men's Health and more
- Myprotein.co.uk won the Growing Business Awards 'Young Company of the Year' 2007 award, and reached the last 16 of the 2008 National Business Awards
- Myprotein.co.uk produces some of its products in-house and sells direct on the internet to the end user, also manufacturing to customer specification.