

Your Health & Well-Being

A Personal Matter: Finding Your Ideal Weight

(NAPSA)—First, Spain’s Fashion Week banned models sized 0 to 2 from walking the runway during the shows. Next, the editor-in-chief of Cosmopolitan declared a ban on models smaller than size 8, and then Vogue embraced a plus-sized figure, Jennifer Hudson, by featuring her on the cover.

In the past year, the fashion industry has come under increased scrutiny for fostering unrealistic images of beauty, and it’s evident that the stage is set for a major shift in cultural perceptions of how society views size and weight. And in a society where two out of every three American adults are overweight, promoting realistic expectations for weight loss is critical to helping consumers lead healthier lives.

To help women achieve realistic and healthy weight loss, Slim-Fast has joined forces with supermodel Rachel Hunter. This effort is part of a new communications campaign called “Find Your Slim.” The campaign is based on the guiding principle that there is no one ideal weight or size that suits everyone, and that each individual should set her own personal weight-loss goal that is realistic and achievable.

“I have always tried to be my own person and live up to my own definition of an ideal size that feels right for me and for my body,” explained internationally renowned supermodel, actress and mother, Rachel Hunter. When I heard about the Find Your Slim campaign, I thought it was refreshing for a weight-loss company to deliver a message that was empowering—it’s freeing to be encouraged to set and achieve your own personal



According to actress/model Rachel Hunter, weight is a personal matter; there is no one ideal weight that suits everybody.

weight-loss goal. That was a message I wanted to help spread.”

Hunter is incorporating Slim-Fast into her life as an approach to reaching her personal weight-loss goal and is encouraging consumers to do the same by setting a simple, doable weight-loss goal of between 10 and 20 pounds.

“Over the years, we’ve come to realize the impact unrealistic expectations of size can have on quality of life,” stated Dr. Denise Martz, practicing psychologist, professor and expert in the area of body image and size. “If women are not happy with their size, it creates avoidance behaviors and they don’t engage in life.”

To learn more about Slim-Fast meal replacement products and the “Find Your Slim” campaign, visit www.slim-fast.com.