

Nimble

7th FEBRUARY 2007

UK IN DENIAL ABOUT SHAPE OF THE NATION

A national poll by Nimble has revealed that British women are in denial when it comes to their partner's expanding waistlines. A staggering 60% of British men are either overweight or obese, yet only a quarter of couples admit this.

Men are often unaware that they are overweight with 100% underestimating their waist measurement, yet only 12% of women have ever put their man on a diet or health drive. Bad manners are considered more unattractive than being overweight and only 2% of women are put off by an unhealthy man. Despite this, nearly 50% of women admit to being turned off in bed by extra flab, while a third claim their sex life would improve if their man was in better shape.

This research was conducted by Nimble, the original low fat calorie bread, whose current advertising campaign features an attractive, slightly overweight builder secretly put on a diet by his wife. In a bid to encourage women to do the same, Nimble has enlisted an expert panel to offer advice and top tips to women wanting to help their man shape up, without making major lifestyle changes.

Jane deVille-Almond, independent nurse consultant and men's health specialist who has set up clinics and surgeries for men in the back of pubs and barber shops, comments;

"Projections for 2010 based on current trends show that 75% of men will be overweight compared to just under two thirds of women. Considering men's reluctance and discomfort to confront any health and dieting issues, more onus should be on us to help our men shape up! Reducing your man's waist size alone can lead to significant health improvements."

Fellow obesity expert and dietician Dr Carrie Ruxton adds:

“We ladies need to wise up to our men’s weight problems. While ignoring his flab may save embarrassment and hurt feelings, it does nothing about the serious health risks associated with obesity, such as diabetes, heart disease and impotence. Helping men to recognise their excess fat and do something about it could help bring couples great benefits in terms of health, energy, well-being and even sex lives!”

EXPERT PANEL OFFER THE FOLLOWING TIPS:

- Move the button on your man’s favourite slouchy jeans (or shrink them in the wash). Next time he slips them on, he will feel the pinch and wonder if he’s putting on weight.
- Replace everyday foods with low fat alternatives and see if he can tell the difference. For example; use Nimble bread in place of normal bread, if your man is resistant to the idea of semi-skimmed milk, mix semi-skimmed with whole milk and gradually add more semi-skimmed over time until he’s made the switch. Make sure you have a good range of these foods in the house to make it easier for him.
- Ask him to guess his waist measurement and then measure his waist, we can guarantee he will not get it right as he will go by his trouser size, and most men do not wear their trousers anywhere near their waist. If it’s over 37 inches it’s starting to be a problem and over 40 inches it’s definitely in the danger zone.
- The average British man eats less than two of the recommended five portions of fruit and veg a day. Sneak in an extra portion by boiling cubes of parsnip until soft and mashing them into potato.
- Enjoy fried food without the extra calories. Invest in a good non-stick pan and dry-fry favourite foods, such as eggs, lean bacon, mushrooms and tomatoes on a low heat. If they start to stick, use a pastry brush to apply a dab of olive oil to the pan.
- Did you know that most of us eat more than the recommended 6g salt each day? If your man shakes salt all over his dinner without tasting it first, adopt the sneaky approach. Add a teaspoon of dried rice to the salt shaker. Salt will still come out, but only half the amount. He’ll never taste the difference.
- Men who guzzle litres of soft drinks don’t twig that they are downing hundreds of extra calories. Sneakily change your man over to Diet drinks by adding a slice of lemon to his glass of pop. If he notices a taste difference, tell him you are now buying the brand with added zinc for virulence.
- Start serving meals on smaller plates, he probably won’t notice that he’s eating less.
- Get nostalgic and look at some old photos of when he was younger and fitter, it’s easy to forget how you use to be and this should jolt him into action.

- Remember men don't like being told what to do but they do like a challenge. So, suggest that you know a bloke up the road who managed to lose weight and that you think its fantastic as it's a really hard thing to do for a man to do. Hopefully he will bite and take on the challenge.
- If he does start to lose a bit of weight remember to keep telling him how much sexier he is looking lately. You might even instigate a little action in the bedroom on the basis of it.
- Although most women get offended by the word fat men are much more likely to react to the direct approach so don't be shy when giving them the facts about their body.

NOTES TO EDITOR:

Nimble has less than 50 calories and only 0.1g saturated fat per slice. Now high in fibre and more like 'real' bread in size and texture, it comes in a handy 400g size and is stocked in all major supermarkets at a RSP of 68p.

The survey was conducted by Tickbox.net amongst a base of 1655 women.

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For more press information or to set up an interview with one of the experts

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