

about Slimming World



Obesity in the UK is at an all-time high with two out of three adults in the UK overweight or obese. So the demand for a healthy weight loss programme that offers real solutions to individuals, families and whole communities through a supportive approach based on sound principles has never been greater.

Slimming World's unique approach

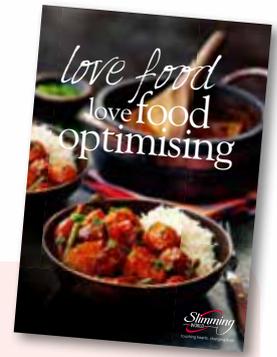
Slimming World was founded in the UK in 1969 by Margaret Miles-Bramwell OBE, who struggled with her own weight and, out of disappointment with all the forms of support available, developed our innovative program. Slimming World's philosophy is based on Margaret's belief that slimmers carry a double burden: the burden of weight itself as well as feelings of guilt and shame. It's only by lifting both burdens and helping members to raise their self-esteem that we can help people to transform their lives.

We help people to shed the misery of excess weight and support members to lead happier, more fulfilling and healthier lives. Through an understanding and compassionate approach we help members to develop the motivation, confidence and mutual support they need in order to make healthy and highly effective lifestyle changes for life. It's this deep understanding of the most effective support for slimmers that has seen Slimming World become the UK's leading weight loss organisation.

- Slimming World members lose weight through a multi-component approach of:
 - new healthy eating habits formed through our Food Optimising eating plan
 - regular moderate exercise developed through our Body Magic programme
 - powerfully motivating support to encourage long-term behaviour change through a unique approach which we call IMAGE Therapy.
- Our members' weight remains confidential at all times: weight changes are discussed, but a member's actual weight is not disclosed.
- Members choose their own personal and individual target weight, a concept unique to Slimming World. This is called their Personal Achievement Target (PAT) and they can alter it at any time. Once they've achieved it, they become a lifetime member and can attend group free of charge (as long as they stay within 3lbs of their target weight). Around 11% of our members attend group for free to maintain their target weight.
- We are so confident in the effectiveness of our weight loss programme that we offer a money-back guarantee.

1. Food Optimising – our no-hunger eating plan

Slimming World's eating plan, Food Optimising, turns conventional wisdom about dieting on its head. It is the most generous and flexible approach to weight loss in the world. It provides a structure or framework around which members have the freedom to choose what they eat, when they eat and how often they eat to suit every individual's taste and lifestyle. There is little or no weighing and no calorie counting involved whatsoever.



Food Optimising consists of three easy steps which work together to give a satisfying and sustainable approach to healthy eating:

Free Foods Food Optimising is based on the scientific principles of satiety and energy density. Nutrition research, which Slimming World has invested in since the mid-1990s, shows that these principles are the secret to achieving long-term, sustainable weight loss. Foods which induce fullness, or satiety, tend to be high in proteins or complex carbohydrates, high in fibre, high in volume, high in moisture content and low in energy density, so they fill you up naturally for few calories. These are called Free Foods in Food Optimising because they can be enjoyed freely without having to be weighed or measured. Free Foods include most fruit and vegetables, fat-free dairy products and eggs, lean meat and poultry, fish, potatoes, rice and pasta. Free Foods take away the fear of hunger, the worry about over-eating, the stress of counting calories and the guilt about eating that are the downfall of so many slimmers. Because members can enjoy as much Free Food as they like without having to worry about weighing, measuring or counting, they never feel hungry or deprived or denied – addressing both the physiological and psychological challenges faced by slimmers. In Food Optimising, some Free Foods carry the S (Speed) or P (Protein-rich) symbol. Speed foods are very low in energy density, so they help to boost weight loss, while protein foods are super-filling and keep you feeling fuller for longer. These symbols give members a greater control of their weight loss.

Healthy Extras Each day members also choose from a huge list of Healthy Extra choices, designed to give their body all the vital vitamins, minerals and fibre it needs. Healthy Extras include milk and cheese for calcium, and wholemeal bread and breakfast cereals for fibre.

Syns Our unique Syns system is designed to take the guilt right out of eating, allowing members to enjoy their favourite foods every day, from chocolate and cake to crisps, Yorkshire pudding or a favourite tippie. All food that isn't Free has a Syn value – members simply choose how to spend their Syns each day. For a steady weight loss, most people enjoy around 5-15 Syns a day, varying according to weight, height and lifestyle.

Extra Easy and Extra Easy SP Over time and in keeping with changes in nutrition science, Food Optimising has developed and evolved. The current Food Optimising plans are Extra Easy and Extra Easy SP.

Extra Easy, Slimming World's core plan, is super simple, guiding members to fill up on Free Foods (which are both satisfying and low in energy density), while still including their Healthy Extras and Syns.

For members looking to boost their weight loss there is Extra Easy SP. When members fill at least half of their plate with the lowest energy dense 'Speed' (S) foods, including many fruit and vegetables, and the rest with the most satisfying Protein-rich (P) foods like lean meat, poultry, fish, eggs, beans and lentils, it's possible to improve/boost weight loss.



2. Body Magic – encourages a steady increase in activity

Body Magic is Slimming World's unique programme designed to inspire and support members to become more active. It has been developed in collaboration with leading academic experts including Emeritus Professor Ken Fox, a government adviser on exercise. **Body Magic¹** is built on well-established psychological and scientific principles of behaviour change. It's in line with current government exercise initiatives focused on getting people more active.

It's a unique system of support designed to take the threat out of activity, to build members' confidence and help them to develop more active routines that stay with them and become an intrinsic part of their life. From gardening to dancing, walking, running and cycling everyone is encouraged to find their own personal, enjoyable and fun way of increasing their activity to recommended levels for optimum weight loss and improved health.



how members step up to get an activity habit

steps to success

Whether you're just starting out on step one, or already at the top, there's a Body Magic award with your name on it!

Select the standard you'd like to work towards, and start making activity a habit today. If you already include activity as part of your daily routine, start at the standard that best reflects your current activity levels or the one above if you'd like to move closer to that ultimate goal of at least 30 minutes a day, 5 days a week.



Bronze



4

10 minutes a day, every day, for 3 or more days of the week is much better than doing it all on one day

3

Fit some activity into most days of the week, make it **part of your daily routine**

2

Increase your activity levels in small, steady steps you can build on **over time**

1

First aim to do a bit more than you usually do – even if it's only 5 or 10 minutes a day – ***every step really does count!***

the
magic
starts
here...

Platinum



10

Lifelong Body Magic!
When it's a habit you'd never give up!

9

Your long-term goal is at least 30 minutes a day, 5 days of the week

8

Get used to fitting this **into your routine** before increasing the amount you do

7

Build up in blocks of **15 minutes – 6 times a week**

6

When you're comfortable with this and it's fitting in with your daily routine, **gradually increase the amount you do each day**



Silver

5

Then **make it a habit before moving on**



Gold

3. IMAGE Therapy – a unique and powerfully motivating support system

IMAGE Therapy² stands for Individual Motivation And Group Experience and is at the heart of Slimming World. Involving the whole group, IMAGE Therapy invites members to see achievements positively and in perspective. Based on compassionate and understanding support, each week members share experiences, exchange their personal solutions to common challenges, and share practical advice such as recipes and money-saving ideas. Members look ahead to potential pitfalls and, with the help of the group, are encouraged to set mini-targets and action targets to overcome them.

Helping members to raise their awareness to the ways in which they sabotage their weight management success in a genuinely caring, powerfully motivating and totally non-judgemental environment is the key to empowering them to make new decisions and develop new healthy habits for life.

support between groups

Our help and support doesn't end at the group meeting. Consultants often contact members in between group meetings to offer extra support when they need it, and to help them keep on track. Unlike many other slimming organisations, Slimming World gives group members 24 hour support free of charge through LifelineOnline – a website exclusively for members that provides a wealth of motivational features and hundreds of healthy recipe ideas.

behaviour change outcomes for our members

Research of 25,000 members³ shows:

- Food Optimisers eat fewer fatty foods, sugary foods, takeaways and convenience foods
- They eat more fresh fruit and vegetables, more fibre-rich foods and more calcium-rich foods
- 93% of our members are female; many of them mothers and grandmothers, powerful influencers in the family
- 75% of members influence family and friends to improve their lifestyle
- Every Slimming World member influences up to three people to live more healthily
- 63% report eating more healthily as a family
- More than 25% have been following Food Optimising for over a year, making it a way of life.



our Consultants

Slimming World Consultants are self-employed franchisees. All Consultants have been members themselves and have successfully lost weight, so they understand and can empathise with the experience of members who struggle with their weight. They receive advanced training through the Slimming World Academy, completing diplomas in the nutrition and psychology of weight loss, activity and small business management. Slimming World continues to grow. To find out more about opportunities, please visit our [careers section](#) on the website.

Slimming World publications and resources

- Slimming World magazine was launched in 1998 and rapidly became the best-selling slimming title in the market. Published seven times a year, it's still the UK's best-selling title in the health and diet sector with a digital and print circulation of 628,369 – the highest ever recorded circulation for a slimming title. The magazine holds the number four slot in the actively purchased magazine charts and remains the number one UK glossy magazine. In 2016, it was named Customer Magazine of the Year at the Professional Publishers Association (PPA) Independent Publishers Awards.



- Our public website, slimmingworld.co.uk, receives around 3.4 million visits each month while our app gets around 4.6 million monthly visits. Group members have free 24/7 access to LifelineOnline, a between-group resource, as part of their membership.

- In 2002 we created our own range of deliciously satisfying, healthy, high fibre cereal bars – Hi-fi bars – which are sold only through Slimming World groups.



- Slimming World publishes a range of books for members, including recipe books and shopping directories which help members shop, cook and eat more healthily. We sell more than 1.3 million books each year and 10p from the sale of each book is donated to our charity arm SMILES.



- In 2015, in response to requests from members who wanted more convenient choices for those occasions when lack of time could lead to them choosing less healthy options and going off track, Slimming World launched a new range of frozen meals in association with Iceland Foods. Encouraging and supporting members to cook from scratch using healthy everyday ingredients remains Slimming World's key focus and will always be at the heart of Food Optimising. Every meal has the recipe printed on the packaging, so consumers can recreate the meals at home when they have more time. In 2015, one of our meals – Sweet potato curry – won a Good Choice Quality Food award for healthier ready meals and in 2016 our Chicken tikka masala won Retail Product of the Year at the British Food Federation Awards.



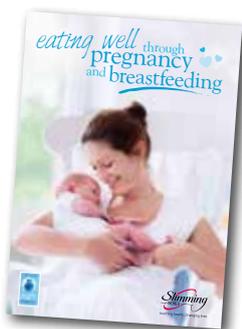
Slimming World Online

Founded on the methods and principles shared in groups, Slimming World provides an online weight loss programme, [Slimming World Online](#), offering a service to slimmers who can't or would rather not attend a group. As well as unique individually tailored support, members can log their daily food, plan menus, search filling, family-friendly recipes, share their own successes and access a range of motivational tools when they need them.



fast facts

- Slimming World holds more than 16,000 groups weekly across Britain (in England, Scotland, Wales, Northern Ireland and the Republic of Ireland) run by a network of more than 4,500 Slimming World trained Consultants. Around 900,000 members attend our groups each week.
- In 2001, Slimming World pioneered NHS weight management referral schemes. Slimming World on Referral enables GPs to refer patients whose weight could be affecting their health to a local group for 12 weeks, free to the patient and subsidised by Slimming World. The scheme is now in operation in around 70 Local Authorities across England. Our [research](#)⁴ shows that referral members who attend at least 10 out of their 12 sessions lose more than 5% of their starting weight, at about half the cost of obesity drugs. Weight losses at this level are likely to result in significant savings on the cost of medication for obesity related conditions like diabetes and high blood pressure. In 2014, the National Institute for Health and Care Excellence (NICE) recommended working in partnership with weight loss programmes like Slimming World, that avoid stigmatising people who are overweight and that offer lifelong solutions. A paper published in the [British Journal of General Practice \(2014\)](#)⁵ found that at 12 months, Slimming World members had lost significantly more weight than members of other weight loss programmes. In 2015, an [independent economic evaluation](#)⁶ by the University of Leeds found that, compared to usual care, Slimming World on Referral is cost-effective against the standards set by NICE at 12 months and over a lifetime.
- Slimming World is the only national weight loss organisation which supports women to manage their weight through every stage of their pregnancy, from preconception to post-natally. Developed in partnership with the Royal College of Midwives, our [pregnancy policy](#)⁷ ensures that mums-to-be and breastfeeding mothers can continue to manage their weight in a healthy way.
- Working with university researchers and specialists in obesity, Slimming World supports an [active research programme](#)⁸ to further knowledge of the causes and treatment of obesity and to ensure that our service to members stays at the leading edge of science, nutrition and weight management. At the [European Congress on Obesity](#)⁹ in Liverpool in 2013 Slimming World presented the largest ever audit – a 1.3 million dataset – of a lifestyle-based weight management programme. Slimming World is working in partnership with a range of European organisations to research the effectiveness of digital technology in helping people to lose weight and maintain their weight loss. Called the [NoHoW project](#), the research is funded for five years by the EU.



- Slimming World has an Investors in People accreditation, achieving the Gold Standard in 2015. The award recognises those companies which have the highest standards of people development and leadership, putting it in the top 7% of accredited organisations in the UK.
- In 2006, Slimming World launched Family Affair, a unique programme for 11 to 15 year olds. Young people between these ages attend Slimming World free of charge when accompanied by a fee-paying parent/guardian and with the support of their GP. They follow a special healthy eating plan called Free2Go which is based on everyday healthy foods for all the family and which encourages them to make 'cool swaps', replacing high-fat foods such as pizzas or milkshakes with healthier yet practical alternatives. Around 26,000 young people attend group each year. In 2013, Slimming World introduced a reduced weekly fee for 16-17 year olds who pay just £3.95.
- In 2008, Slimming World opened its first groups in the Republic of Ireland, and in September 2009, during its 40th Anniversary year, launched in Dallas, Texas, USA. In 2016 an innovative online programme was launched, providing access to Slimming World's unique support across the whole of the USA.
- Our charity SMILES (Slimmers Making it a Little Easier for Someone) was launched in 1997 and since then has raised over £9 million for a range of charities. Slimming World currently supports Cancer Research UK, the NSPCC and the Marie Keating Foundation in the Republic of Ireland. In 2015, the partnership between Slimming World and Cancer Research UK was awarded 'Best Partnership' at the flagship Third Sector Awards.



contact details

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ROI – Visit www.slimmingworld.ie or telephone 01 656 9696

USA – Visit www.slimmingworld.com

Outside the UK – please call +44 (0) 1773 546360 for more information.

references

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- ² www.slimmingworld.com/health/how-sw-works/image-therapy.aspx
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- ⁵ www.ncbi.nlm.nih.gov/pubmed/24567651
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