



Betty Baxter Pty Ltd Complete Weight Management

MEDIA RELEASE

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BRISBANE'S OWN BETTY BAXTER SEE'S RESULTS

Brisbane Weight Loss Company **Betty Baxter** is celebrating its 125th pharmacy store opening this October. The weight loss program starting off in a single pharmacy just over 18 months ago and has hit the ground running since. The Betty Baxter Program is now available across pharmacies all over Australia and has over 18,000 members.

Locally developed and based in Brisbane, the program was developed by a Dietitian, Pharmacist and a Naturopath to respond to customers' complaints of gnawing hunger and irritability while dieting.

With the growing concern of obesity in Australia, the weight loss industry has become a crowded and competitive one. Betty Baxter have a distinct difference in that they are one of the few major weight management programs in Australia that monitors body fat, muscle and fluid levels on a weekly basis for its members.

One of the founders of the company, Chris Tyquin, says Betty Baxter is a way to lose and control body weight while maintaining a busy lifestyle.

"We are the first program that measures BMI (Body Mass Index), which is used to estimate the total amount of body fat."

"With this in mind, we have trained staff at all the participating pharmacies throughout the country so that people want to change their lifestyle have continued support. So when people choose Betty Baxter they also receive the guidance and the expertise of pharmacy staff to help them get the most out of this life changing experience."

Support staff will set out a plan and track the progress from phase to phase of the Betty Baxter Complete Weight Management System.

1300 657 371
bettybaxter.com.au



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COMPLETE WEIGHT MANAGEMENT



Betty Baxter Pty Ltd

Complete Weight Management

“We see this support as a crucial part of the program, and the feedback from our members is that it is this aspect that makes Betty Baxter so successful.”

Customers are also intrigued by the scales that are used in the program.

“They are not like your usual scales, our state of the art equipment measures both BMI (Body Mass Index) and fat percentage as well as actual weight all as part of the weight management process.”

Participants replace two meals a day with a high fibre shake, soup or meal replacement bar with no added MSG and no artificial sweeteners.

“They are also provided with a complete eating plan to assist through each day and this food is real food that is accessible to everyone from the local supermarket.”

“The key to the success of Betty Baxter is that we don't dwell solely on weight loss as a marker of success.”

“We look at the overall improvement to participant's health and well being, and we take these factors into account when assessing their progress.”

This small Brisbane based company in just over 18 months has helped 1000s of people across Australia lose weight and start living their lives again. Finally a weight loss program you can live with!

The Betty Baxter Complete Weight Management System is available at selected pharmacies and further information is available at www.bettybaxter.com.au.

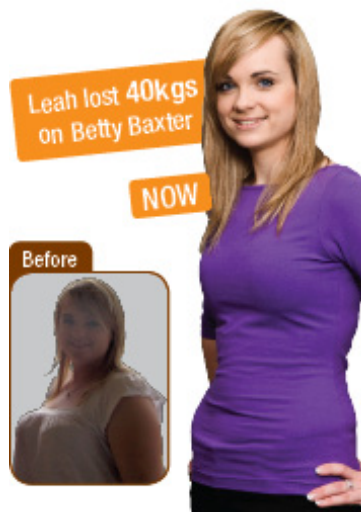
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Below are just a few of the Betty Baxter success stories



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