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MEDIA RELEASE

Nutritional advantage attracts more pharmacies.

More and more Australian pharmacies are choosing the Betty Baxter Complete Weight Management program as their preferred weight loss solution. With over 30 new pharmacies offering the solution since January 1st this year, Betty Baxter is now available in a range of business models, in over 150 pharmacies, across Australia.

Why are so many pharmacists, retail managers and pharmacy owners choosing Betty? One of the reasons may be the desire to offer their customers a “better” choice when it comes to weight management solutions.

“A magazine survey of pharmacy based meal replacement programs, published earlier this year, clearly identified what makes Betty different”, said Ms Fiona Batty, General Manager, Betty Baxter Complete Weight Management.

“We were the only program to receive a nutritional thumbs up from the independent panel of health and nutrition experts”, Ms Batty said, “and feedback indicates that this has clearly resonated with pharmacy owners seeking a better solution for their customers”.

In addition, the panel commended those products that were not ketogenic, used body composition measurement tools, had adequate levels of calorie intake across the program, contained fibre and limited the amount of additional supplements required to support the program. “Betty scores well in all these areas.”

Recent statistics indicate that Australia’s rate of obesity continues to rise with more than 54% of Australian adults now overweight or obese*.

More and more brands are being offered across the pharmacy sector to address this issue, and customers have come to expect that they will be able to find a weight loss solution at their local pharmacy.

Betty Baxter believe that the recent media focus on pharmacy based programs, as seen on national state and local TV programs and in the print media, as well as the current public health education campaigns being run by federal, state and local governments, have pharmacy customers seeking a better “nutritional” solution from their local pharmacy.

By choosing Betty Baxter, a pharmacy can offer its customers a product range and/or program that provides a truly nutritionally balanced approach to weight management.

The Betty Baxter Complete Weight Management program was developed by a group of health professionals including a Dietitian/Nutritionist, Pharmacist and Naturopath. The program is a non-ketogenic weight management solution based on low GI principles, and includes three phases to accommodate different weight management goals.

Each program phase recommends replacing one or two meals a day with formulated meal replacements (shakes, soups and bars), and allows a wide range of everyday packaged and whole foods, easily available from the local supermarket and health food store.

The program offers variety in meal choices to make it easier for customers to stick with the program while also encouraging long term education around healthier eating habits. The program also recommends a range of Omega 3 options to aid with mood stabilisation during the weight loss process.

The Betty Baxter User Guide outlines the key elements of the program and is available from all participating pharmacies and online.

The Betty Baxter product range includes gluten free options and does not contain artificial sweeteners or added MSG.

Betty Baxter customers can access a range of support and advice options to help them achieve their weight management goals. These are available from their local pharmacy, Betty Baxter head office or via the Betty Baxter website.

For more information on the Betty Baxter Complete Weight Management program and products, call 1300 657 371 or visit bettybaxter.com.au.

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