

2 July 2009

MEDIA RELEASE

Pharmacies choose flexibility and support.

Betty Baxter Complete Weight Management's focus on providing the pharmacy sector with a flexible solution that can be tailored to meet individual business needs has seen the brand go from strength to strength over the last six months.

The introduction of the Betty Baxter Express and OTS models in December 2008 and February 2009 have been extremely well received by pharmacy, with over 30 new pharmacy stockists coming on board since January 1st 2009. These business models compliment the established full consultancy based model that has been the core of the business since inception in 2006.

Ms Wilhelmena McLean, Business Development Manager for Betty Baxter believes that this flexibility allows the program and products to become an integral part of the pharmacy business, rather than weight management being accommodated as a separate business within the pharmacy.

"Our management team, directors and consultancy team have an amazing depth of experience across the pharmacy, retail, health and weight management sectors. This allows us to understand that the success of the business comes down to strength of the brand and our relationship with each of our pharmacies", Ms McLean said.

"We have access to a wide range of data and research that allows us to ensure our program, products and brand reflect the needs of contemporary pharmacy and pharmacy customers, while keeping abreast of recent weight management trends", said Ms McLean.

"We also provide our pharmacy customers with a range of flexible start up options that allow a minimized entry risk into the weight management category, while offering a supportive level of service and a range of simple and effective retail offers that provide sustainable sales", she said.

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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