

DO IT & DIET

New Weight Loss Option For People With Food Intolerance

(NAPSA)—An estimated 25 percent of the American population suffers from lactose maldigestion, also known as lactose intolerance. And according to a recent study, more than one-third of these individuals are actively on a diet or trying to lose weight.

In response, Slim-Fast has introduced a line of Easy to Digest weight loss shakes that have enhanced nutritional benefits specifically designed for dieters who want to lose weight, yet have difficulty digesting milk and milk products.

Lactose maldigestion occurs when the body cannot digest lactose, the predominant sugar found in milk and other dairy products. The condition disproportionately affects Asian-Americans (90 percent), African-Americans (80 percent), and Hispanic-Americans (50 percent). Symptoms of lactose maldigestion also tend to develop in all consumers as we age because the body loses its ability to produce lactase, the enzyme that is needed to digest lactose.

“Avoiding dairy products is a challenge for millions of Americans with symptoms of lactose maldigestion who are actively on a diet or trying to lose weight,” said James Wong, Unilever Vice President of Marketing for Slim-Fast.

“The new Easy to Digest shake is the latest innovation from Slim-Fast that offers people with lactose intolerance as well as individuals with gluten sensitivity an effective, proven weight-loss approach that meets their unique dietary needs.”

Additionally, the new Easy to Digest shakes—available in chocolate, vanilla and coffee flavors—



Thanks to a new meal replacement shake, people with lactose and gluten sensitivities now have more choices for managing their weight.

are gluten-free, a benefit for the estimated three million Americans who have gluten sensitivity, or celiac disease.

Meal replacements help take the guesswork out of counting calories with built-in portion control. Slim-Fast is a leading brand of meal replacement shakes and bars, with 35 published clinical studies documenting the effectiveness of the plan for short- and long-term weight loss, as well as mitigating health risks associated with obesity, including type-2 diabetes, cardiovascular disease and osteoarthritis.

The Slim-Fast diet provides balanced nutrition that follows the nutritional recommendations from leading health authorities. The shakes ensure that essential nutrients are part of the diet, an important consideration when reducing calories for weight loss. To learn more, visit www.slim-fast.com or call (800) SLIM-FAST.