



# YOUR WEIGHT

## Jeans Serve As Indicator, Reward For Weight Loss Success In Women

(NAPSA)—What’s an easy way to tell when a woman has lost weight? Check out her jeans. According to a recent survey for Kellogg’s® *Special K*® brand, nearly two-thirds of women surveyed from around the world say jeans are the first article of clothing that indicates weight loss or gain, and that they would buy themselves a new pair of jeans as a reward for losing weight.

Women from 15 countries participated in the survey, revealing that jeans are a common thread among women around the globe when it comes to signaling and celebrating weight-management success. The majority of women in the U.S. (62 percent) view dropping a jean size as a “significant accomplishment.”

“Women have a special relationship with their jeans,” said Tiziana Castiglioni, senior director of the global *Special K*® brand at Kellogg. “The way jeans fit instantly tells the tale of a woman’s waistline, and great-fitting jeans can help a woman look and feel her best for almost any occasion. These survey results confirm that small victories, like fitting into a favorite pair of jeans, give women a sense of pride and accomplishment.”

And as the survey demonstrates, one of the key motivators for losing weight is often clothing—specifically jeans. Key findings include:

- 65 percent of women say they would reward themselves with a new pair of jeans for hitting a dieting and weight goal.

- Women in Canada (85 percent), Korea (82 percent) and the U.S. (79 percent) are more likely than those in other countries to say they’d reward themselves with new jeans.

- 64 percent of women say jeans are the first article of clothing to indicate they are gaining or losing weight.



**Women all over the world say how well they look in their jeans helps them tell when it’s time to diet.**

- More than half of British women (55 percent) claim jeans are the first clothing item that indicates weight loss.

- More than 50 percent of women own a pair of jeans that doesn’t fit, and 20 percent own jeans that are too small.

- Of those who own “too small” jeans, nearly 60 percent say they are holding on to them with the hope of again fitting into them.

- One-third of women say they have tried to lose weight for the sole purpose of again fitting into smaller jeans.

- Jeans make a fashion statement for both work and play. Sixty-three percent of women say they would wear jeans on a date or to a party, and 60 percent say they would wear jeans to work.

- Brazilian women most commonly wear their jeans to more formal occasions or events such as work (84 percent), formal parties (71 percent) and dates (63 percent).

- Mexican women most commonly wear their jeans when at home (87 percent), working around the house (83 percent), when on a date (77 percent) and to work (70 percent).

*Kellogg’s® Special K®* brand commissioned M/A/R/C Research to conduct the survey, which included 7,500 women between the ages of 18 and 55, with 500 women being interviewed in each of 15 *Special K*® brand markets, including Australia, Brazil, Canada, Germany, Greece, India, Ireland, Korea, Mexico, Portugal, South Africa, Spain, Sweden, the United Kingdom and the United States.