

WOMEN'S HEALTH

Young Women Search For Balance And A Life Fitness Program

(NAPSA)—Between work, social pressures, financial responsibility and striving for physical fitness, young women struggle to find balance in their lives.

A recent nationwide Life Fitness Assessment survey of women ages 18 to 34 found that just one in five say they are “very satisfied” with their lives and 80 percent are trying to achieve a higher level of satisfaction.

This explains why the Kotex® brand created Find Your Fit by Kotex®, a sweeping online “life fitness” program that includes an interactive Monitor, a personal-management tool that empowers women to set and achieve their own life balance goals.

In designing the program, the nation's No. 1 feminine-care brand and an official supplier to the 2004 U.S. Olympic Team, responded to young women's increasingly comprehensive definition of fitness and their need for balance across all aspects of their lives. The Monitor, developed with the aid of an advisory panel of experts, gives young women tools to achieve a personalized balance in their lives in four distinctive “zones”—fitness, family and friends, fun and future.

The survey revealed that women target physical fitness and future planning as aspects needing the most improvement and acknowledge they spend the least amount of time on these areas.

“With this program, Kotex is presenting a holistic approach to women's fitness to make it work for the individual,” says Dara Torres, four-time swimming Olympic gold-medalist, successful TV commentator and fitness zone advisory panelist.

Adds Jan Yager, PhD, author of



A new program may help women find balance and fitness.

“Friendshifts,” sociology professor at the University of Connecticut and the family and friends zone advisory panelist, “I'm dedicated to the Find Your Fit by Kotex program because I believe I can provide counsel to women as they navigate the tricky territory of personal relationships.”

Additional advisors are comedian and actress Cathy Ladman, representing the fun zone, and fashion designer and entrepreneur Jessica Alpert-Goldman providing advice in the future zone.

Online, participants can make use of an array of resources and tools that will help them:

- Determine a current and desired state of holistic personal fitness through use of the Monitor tool.
- Choose and customize tools and resources to track and meet personal life-fitness goals.
- Talk to experts and peers for advice or to share successes on the message boards.
- Receive a chance to win an Olympic-sized prize for themselves and their friends through a national sweepstakes.*

Based on a series of questions and weighted interests, the Moni-

tor visually charts how each visitor incorporates the zones into her lifestyle. Her current situation is weighed against her current balance and appropriate tips are offered. She can then use the Monitor to create a personalized guide to assist in the tracking process.

For example, if a woman responds that her family and friends are most important in her life right now, yet she doesn't initiate contact with these people regularly, the assessment provides suggestions for how to keep in better contact. For more information, visit www.Kotex.com.

Life Fitness Survey Results

The survey uncovered insights from 500 respondents, ages 18 to 34. Among them:

- Two in three want to improve their physical-fitness regime, but they focus only 11 percent of their day on this area, less time than for other areas of importance.
- Seventy-six percent desire a better financial situation and are also seeking more meaningful work.
- Women earning more than \$50,000 annually are more likely to say they are “not too satisfied” with their current state of physical fitness.

***Sweepstakes Information**

No purchase necessary. Entry ends June 30, 2004. Must be legal female US resident 18 years or older. For complete rules or to register, visit www.Kotex.com or send entries on a 3" x 5" card, including name, street address, and day/evening phone, in an envelope to: Find Your Fit by Kotex Sweepstakes, Box 704, Southport, CT 0689-0704. Void in Puerto Rico and where prohibited.