

CONSUMER MEDIA RELEASE

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Dieting déjà vu...?

Say no to yo-yo dieting and make this your last New Year resolution to lose weight

Monday 4 January 2010: New research¹ has revealed that almost 20 million adults² are looking to lose weight, and of these, almost two-thirds are likely to make it their New Year resolution. However for many, this will be an all too familiar ritual as a massive 87 per cent of people who have tried dieting at New Year before have been unsuccessful – regaining their lost weight and so ‘yo-yo dieting’ emerges.

alli – an over-the-counter weight loss aid for overweight adults (18 years or over) with a body mass index (BMI) of 28 or more – has been getting to know the Great British dieter as people across the country embark on yet another New Year weight loss attempt. The survey found that 81 per cent of people had tried dieting anywhere between 1 and 15 times in the past, with 4 per cent stating they’d tried dieting over 30 times!

According to the research, a quarter of people unsuccessful at previous weight loss attempts found it too hard to maintain – no surprise when 77 per cent of dieters try methods including portion control, low GI diet, cabbage soup diet, detox diet, South Beach diet and the low-protein diet to help them shed the pounds! This is a stark contrast from making the positive, long-term changes the **alli** programme offers, including eating nutritionally balanced meals based on the proportions of the Government’s Eatwell Plate.³

Leading UK obesity expert, Professor David Haslam of the National Obesity Forum, comments, “Losing weight is not about fad diets or a quick fix. We need to focus on sustainable lifestyle changes including a healthy balanced diet and regular exercise – something that can be maintained all year round, not just at certain times of the year. It must be understood that being overweight puts people at risk of greater visceral fat levels which in turn can lead to serious health problems, so people need to reach, and maintain, a healthy weight.”

Women are more likely to follow diets compared to men but while we may think yo-yo dieting is more of a female trend, this new data from **alli** suggests that a substantial 69 per cent of men have previously dieted (compared to 86 per cent of women). However it seems men are less vain as their main focus is to lose weight for health benefits (49 per cent) rather than women who want to improve their appearance (42 per cent).

Nicola Lovejoy-Mellonie, who has lost 1st 12lb in just over four months on the **alli** programme knows the yo-yo cycle all too well, “Ever since I’ve had children, I’ve tried every diet under the sun to shift those extra pounds. Each year I vowed it would be ‘the year to lose weight’ but after I lost weight, I always put it back on. This year I don’t have to make the same New Year resolution as I’ve finally dropped to my target weight with the help of the **alli** programme, which has taught me about nutrition and eating balanced meals.”

With many people embarking on a New Year resolution of some sort; it is interesting that the majority of people who are looking to lose weight are prioritising losing weight as their number one focus (38 per cent) – even over saving money (19 per cent). It’s time to focus on a sustainable, realistic approach to weight loss as there just isn’t a quick fix. This could help to ensure that this is the last New Year that weight loss needs to be the top priority.

The **alli** programme offers a range of tools and support, available at alli.co.uk, to help people follow a healthy reduced calorie, lower-fat diet and become more active, encouraging sustainable weight loss. The **alli** programme is based on the principles of healthy eating in which all the food groups in the Eatwell Plate³ are consumed in the recommended proportions. Nothing is forbidden, and ‘normal’, tasty, nutritious food is encouraged at all times.

alli is the first pharmacy only weight loss aid to be made available in the UK and it’s designed to be used with the **alli** programme of support. The **alli** capsules work by stopping some of the fat eaten from being absorbed into the body. Adding **alli** to a reduced calorie, lower-fat diet can help people lose 50 per cent more weight than by dieting alone. So for every two pounds people lose through their own efforts, **alli** can help them lose one more.

alli 60 mg hard capsules contain orlistat. Follow a reduced calorie, lower-fat diet. Always read the label.

- Ends -

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Notes to editors

Population figure relating to the number people looking to lose weight (78 per cent) is obtained from a nationally representative sample of 2,551 UK adults aged 30-59. This has then been multiplied by the UK population aged 30-59 which is 24,700,400, giving a total of 19,266,312 – almost 20 million.

<http://www.statistics.gov.uk/statbase/Product.asp?vlnk=15106>

How to use alli

alli 60 mg capsules contain orlistat. alli, is indicated for weight loss in overweight adults, with a BMI of 28 kg/m² or over, when used along with a reduced calorie, lower-fat diet. The recommended dose of alli is one 60 mg capsule three times a day with meals containing the recommended amount of fat. Always read the label.

About alli

- The active ingredient in alli is orlistat 60 mg
- alli has a pharmacy (P) licence, meaning that it is not available for self-selection and is purchased under the supervision of a pharmacist
- Orlistat acts locally within the digestive system to prevent fat absorption, so there is minimal absorption of the active ingredient into the bloodstream
- Orlistat 120 mg has been available as a prescription treatment for 10 years
- The safety and efficacy profile of orlistat is well documented and has been established through data from more than 100 clinical studies⁴
- GlaxoSmithKline completed an agreement with Roche (who market prescription orlistat 120 mg) in February 2007 that allowed the company to seek regulatory authorisation for non- prescription orlistat 60 mg
- alli (orlistat 60 mg) was launched in the US in June 2007 as the only Food and Drug Administration (FDA) authorised weight loss aid available without prescription
- The recommended retail price for alli is £49.95 for a pack of 84 capsules (4 weeks supply) which is approximately £1.78 per day.

Body Mass Index (BMI)

Body Mass Index (BMI) is a tool that can be used to tell how healthy a person's weight is. It is calculated by taking a person's weight in kilograms (kg) and dividing it by their height in metres (m). This figure is then divided by the height in metres (m) again. The result is the person's BMI. The BMI weight ranges, as set out by the World Health Organisation (WHO), are outlined below. For adults if your BMI is:

- less than 18.5, you're underweight for your height
- between 18.5 and 24.9, you're an ideal weight for your height
- between 25 and 29.9, you're over the ideal weight for your height
- between 30 and 39.9, you're obese
- 40 or over, you're very obese.

About GSK

At GlaxoSmithKline (GSK), one of the world's leading research-based pharmaceutical and healthcare companies, we are committed to improving the quality of human life by enabling people to do more, feel better and live longer.

The consumer healthcare business brings an added dynamic dimension to our company, with well known brands like Panadol, NiQuitin, Sensodyne and Aquafresh among others but, as with all our products, the driving force behind our consumer healthcare business is science. With four dedicated consumer healthcare R&D centres and consumer healthcare regulatory affairs, the business takes scientific innovation as seriously as marketing excellence and offers leading-edge capability in both. GSK launched alli in 2007, the first FDA-authorised OTC product for weight loss in the US, and is committed to help tackle the public health burden of obesity globally.

For company information, please visit www.gsk.com.

References:

1. ICM interviewed a sample of 2000 adults who wanted to lose weight, aged 30-59 years old in the UK from its online panel between 8th -15th October 2009. Invitations were sent out based on a nationally representative basis, and interviews are the result of inbuilt survey filter requirements. ICM is a member of the British Polling Council and abides by its rules. Further information at www.icmresearch.co.uk
2. Population figure calculated from <http://www.statistics.gov.uk/statbase/Product.asp?vlnk=15106> (last accessed 5 November 2009)
3. <http://www.eatwell.gov.uk/healthydiet/eatwellplate/> (last accessed 5 November 2009)

Cautionary statement regarding forward-looking statements

Under the safe harbor provisions of the U.S. Private Securities Litigation Reform Act of 1995, GSK cautions investors that any forward-looking statements or projections made by GSK, including those made in this announcement, are subject to risks and uncertainties that may cause actual results to differ materially from those projected. Factors that may affect GSK's operations are described under 'Risk Factors' in the 'Business Review' in the company's Annual Report on Form 20-F for 2007.

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