



## SLIM-FAST® LAUNCHES NEW PRODUCT TO HELP LACTOSE-INTOLERANT AND GLUTEN-SENSITIVE DIETERS ACHIEVE THEIR WEIGHT-LOSS GOALS

**ENGLEWOOD CLIFFS, NJ., (October 16, 2006)** –It is estimated that 25% of the U.S. population suffers from lactose maldigestion, and according to a recent study conducted by a leading independent research firm, more than one-third of Americans are actively on a diet or trying to lose weight. To help make it easier for people who not only have difficulty digesting milk products but also want to lose weight, **Slim-Fast** has announced the introduction of a line of *Easy to Digest* weight loss shakes that have enhanced nutritional benefits. As with all Slim-Fast products, these new shakes are great tasting, convenient, ready-to-drink meals that are perfect for on-the-go consumers.

“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.”

Lactose maldigestion or intolerance 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 (53 percent). Additionally, an estimated 3 million Americans with gluten sensitivity, or celiac disease, must follow a gluten-free diet free of wheat, rye, barley and possibly oats in order to avoid gastrointestinal problems and possible life-threatening symptoms. **Slim-Fast Easy to Digest** shakes are also gluten free.

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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. For that reason, the new **Slim-Fast Easy to Digest** shake contains higher levels of vitamins B6, B12 and D, nutrients important for people over 50, and is an excellent source of the antioxidant vitamins C and E. Each **Slim-Fast Easy to Digest** shake provides 50 percent of the Recommended Daily Value (DV) for Calcium, an essential nutrient that is often lacking in the diets of people who avoid milk and other dairy foods due to lactose intolerance.

Meal replacements—a category of calorie-controlled diets that replaces 1 or 2 meals with a nutritionally balanced, vitamin/mineral fortified shake or meal bar, or frozen prepared meal—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. **Slim-Fast** meals ensure that essential nutrients are part of the diet, an important consideration when reducing calories for weight loss. In addition, **Slim-Fast** products taste great, are satisfying, affordable and convenient, and help control hunger.

### Product facts:

- ❖ Flavors: Chocolate, Vanilla and Coffee
- ❖ Nutrition Facts: 180 calories per serving, a good source of Protein (10g per serving) and Calcium (50% of Daily Value per serving), 24 Vitamins and Minerals; including rich in Antioxidant Vitamins C & E
- ❖ Suggested Retail Price: 4-pack of shakes is \$5.49



❖ Availability: Available at major retailers nationwide

#### **About Slim-Fast Foods Company**

**Slim-Fast**, a Unilever brand, offers a proven and effective way to lose weight that includes delicious and nutritionally balanced weight loss shakes and meal bars, meal planning and tracking tools, physical activity suggestions, and expert advice and support for successful weight loss and weight maintenance. The **Slim-Fast** product line includes an affordable range of shakes, powders, meal bars, breakfast bars, snack bars and muffin bars that are available in retail outlets nationwide. Visit [www.slim-fast.com](http://www.slim-fast.com) or call 1 800 SLIMFAST for more information.

#### **About Unilever**

Unilever [NYSE: UL, UN], one of the world's largest consumer products companies, aims to add vitality to life by meeting everyday needs for nutrition, hygiene and personal care. Each day, around the world, consumers make 150 million decisions to purchase Unilever products. The company has a portfolio of brands that make people feel good, look good and get more out of life.

In the United States these brands include recognized names such as: Axe, "all," Ben & Jerry's, Bertolli, Breyers, Caress, Country Crock, Degree, Dove personal care products, Hellmann's, Lipton, Knorr, Popsicle, Promise, Q-Tips, Skippy, Slim-Fast, Snuggle, Suave, Sunsilk and Vaseline. All of the preceding brand names are registered trademarks of the Unilever Group of Companies. Dedicated to serving consumers and the communities where we live, work and play, Unilever in the United States employs approximately 15,000 people in 66 office and manufacturing sites in 24 states and Puerto Rico— generating more than \$9 billion in sales in 2005. For more information, visit [www.unileverusa.com](http://www.unileverusa.com).

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