



OUR MISSION STATEMENT

FROM ALISON WETTON, CEO & FOUNDER

Alison and all the board of directors have a very clear focus on delivering the most effective and rewarding weight loss programme in the UK and across Europe. Following years of consumer research into the entire weight loss industry, All About W8 was launched in the UK in July 2007.

All About W8, as part of its early development, laid out these objectives:-

- ❖ Offer a full stable base of nutrition as kcal were reduced
- ❖ Offer different levels of support, as consumers wanted choice
- ❖ Offer different suitable lifestyle programmes that could fit round the consumer
- ❖ Offer easy and simple access to getting a programme started
- ❖ Offer due diligence and health checks, built into an on-line system
- ❖ Support for all consumers using AAW programmes and products
- ❖ On-line support and local community mentoring as an option
- ❖ Have the best tasting products, so a client could stay focused on their weight loss journey
- ❖ Become the leaders in innovative product development
- ❖ Offer rewards and recognition to all consumers for encouragement
- ❖ Offer extraordinary levels of service
- ❖ Offer a programme of change, so all can learn new controls around food
- ❖ Offer a good business opportunity so we could build a network of mentors

It was clear that many consumers were so desperate to lose weight, and the ordinary 11b here and there style, commonly offered in the UK, was disheartening to many. Many overweight people turned to a VLCD 500 kcal intake per day, being abstinent from food from anything between 12 weeks and a year or even longer in some cases, and went to great lengths to put their life on hold and follow desperate methods.

All About W8 were shocked to see how many people simply put their lives on hold, and lived off soups, shakes and bars for however long it took to lose weight. The mental set of these consumers and what they had been informed by their counsellors was food was their enemy, and to lose weight fast, they needed to abstain completely from food in the initial weight loss phase.

Although VLCD's (very low calorie diet) offer a full formula food, and are manufactured in accordance with a strict government Directive of vitamins and minerals, All About W8 acknowledges that the formula used for the manufacture of a true and compliant VLCD product did indeed give the body 100% RDA of all vitamins, minerals and fatty acids, and therefore technically no real food was required. There is over 30 years of research into this area, with the Cambridge Diet being the leaders in much of the research. All About W8 investigated this research and a VLCD concept was an acceptable way to lose weight.

However, upon research, it did uncover client difficulty following the programme, and indeed certain research done on VLCD clients, were shocking as firstly they lied to their counsellors, and many clients ate food, and secondly if they did subscribe to long term abstinence it presented issues, including health issues, when adding conventional foods back in to their lives.

All About W8 launched a new category of weight loss, by manufacturing all their meal replacements in accordance with a full VLCD formula, thus giving a solid base of nutrition, whilst reducing calories, but also allowing a range of foods from a specially selected Add A Meal list. All healthy, portion controlled, low GI, low carbohydrate vegetables, and a selection of fish & meats for extra protein.

All About W8 set out in its mission to prove that you could achieve faster weight loss, combining a fully nutritional formula food and healthy meals, and the results would be fast, safe and effective weight loss.

Now in 2010, we are delighted to announce, that all our lifestyle programmes, using a combination of our formula Mealpaks and using our healthy foods has helped to change thousands of men and women's lives. It has now proved that long term abstinence is not required and a healthier alternative to a typical VLCD is indeed available.

All About W8 are proven, established and trusted.

All About W8 are members of:

Nutrition Society
National Obesity Forum
Royal Society of Medicine

All About W8 are gathering data through their extranet to provide statistics that eating certain healthy foods from a restricted list, combined with nutritional complete Mealpaks is more effective than a total abstinence programme and the side effects of sustained ketosis for long periods of time are not necessary. When these results are substantial they will be released as evidence to NICE and other government bodies.

VLCDs are commonly associated with no conventional food and it is the task of All About W8 to now clearly demonstrate that yes, VLCDs are effective for fast and safe weight loss, but combining food gives the real answer to success in the short and long term to weight loss and weight management.

All About W8 have already seen certain companies changing their policies to fit in with the new guidelines of NICE. As a relative newcomer to the VLCD marketplace we are very proud that other companies are following in our footsteps. All About W8 are clearly leading the way to introducing a very new concept to the VLCD industry.

All About W8 will:

- ❖ Ensure we offer the best and most up to date product development and quality products available in the UK marketplace and Europe, by using the leaders in science, weight loss nutrition, weight loss products in the world to manufacture their products.
- ❖ All our shakes contain added omega 3 and 6 which no other VLCD company have added to their products and in 2010, we added TruCal a new quality Calcium to our Mealpaks.
- ❖ Never endorse abstinence for long periods of time.
- ❖ Encourage clients that have only one stone to lose, to take action, so we can try and control obesity getting worse and out of control.

- ❖ Always have due diligence in place for health screening and anyone with any contraindications will need to be signed onto our programme by their GP.
- ❖ Always improve our programme of “change” to ensure clients change on the inside and not just the outside, ensuring weight loss is permanent.
- ❖ Always set realistic goals for our clients, offer step by step encouragement to complete our programmes which means success for our clients.
- ❖ Always promote exercise. All About W8 will be launching their very own exercise and fitness area on our website shortly.

All About W8 (spoken Weight) is exactly that, it is your entire journey to successful weight loss, weight control and long term weight management. No matter whom you are, no matter how much or how little weight you have to lose, All About W8 will have a suitable programme that fits with your lifestyle for you.

For more details you can visit our website

www.allaboutw8.co.uk or contact us on 0844 544 7773