

Boots.com introduces LIPObind for people worried about fat consumption



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Press Release Summary: A new survey has found that two thirds of people worry about the amount of fat they consume each day and in response Boots.com is introducing LIPObind to help reduce fat absorption

Press Release Body: A new **Boots survey*** has found that two thirds of people worry about the amount of fat they consume each day. These findings are worrying, but perhaps not surprising when it is considered alongside the fact that the average British diet is comprised of 34% fat, while the recommended daily intake is just 20% - that is 50g for men and 40g for women. In addition, according to government statistics one in four men and one in three women are overweight or obese and there are predictions that if the trend continues this will amount to over 12 million overweight UK adults by 2010.

With this in mind, **Boots** has announced that it is introducing **LIPObind from Goldshield Healthcare**, a new [weight management](#) product that helps naturally reduce the amount of fat the body absorbs from food, cutting down blood cholesterol as well as decreasing food cravings.



LIPObind is a certified medical device made from dried cactus

extract, which in clinical trials has been proven to remove 27% of undigested fats and up to 150 calories from a standard meal**. When taken after food, **LIPObind** immediately attaches to dietary fats in the stomach creating a fat-fibre complex that is too large to be absorbed in the small intestine. Two **LIPObind** tablets have been proven to bind with up to 17g of fat, which is then passed naturally through the body. It is ideal for helping people achieve a healthy body weight when used in conjunction with a calorie controlled diet and an appropriate level of physical exercise.

Nutritionist Dr. Chris Fenn said: *"People are often unaware of the amount of fat they consume on a daily basis as the typical modern diet is high in fatty foods such as takeaways and convenience foods and food nutrition labelling is often overlooked. Excessive fat intake not only causes people to be overweight but has more serious health implications such as coronary artery disease and strokes."*

About

Boots is a UK retailer of [health products](#), also providing [health information](#) on a wide variety of topics.

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* Survey by 72 point of 4000 adults conducted in July 2007

** Pilot clinical study on Fat Binding – Data on file

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