

# Obesity and its complications are a worldwide epidemic



- 68% of Australian adult men and adult women are overweight or obese<sup>1</sup>
- 5.2% of Australian children were obese in 2005, 7.8% in 2007/08<sup>1</sup>
- Total economic costs of obesity in Australia in 2008 is in the region of \$58.2 billion and growing<sup>1</sup>
- The World Health Organization now describes the prevalence of obesity as an epidemic. There's been a rise in obesity in New Zealand in recent decades - from 9% (males) in 1977 to 20% and 22% respectively in 2003<sup>2</sup>.
- The 2006/07 New Zealand Health Survey found that one in three adults was overweight (36.3%) and one in four was obese (26.5%)<sup>2</sup>
- It also found that one in five children aged 2 to 14 years was overweight (20.9%) and one in twelve was obese (8.3%)<sup>2</sup>

1. Australian Bureau of Statistics National Health Survey: Summary of results 2007/08.  
2. [www.moh.govt.nz/obesity](http://www.moh.govt.nz/obesity)

# Are you at a healthy weight?

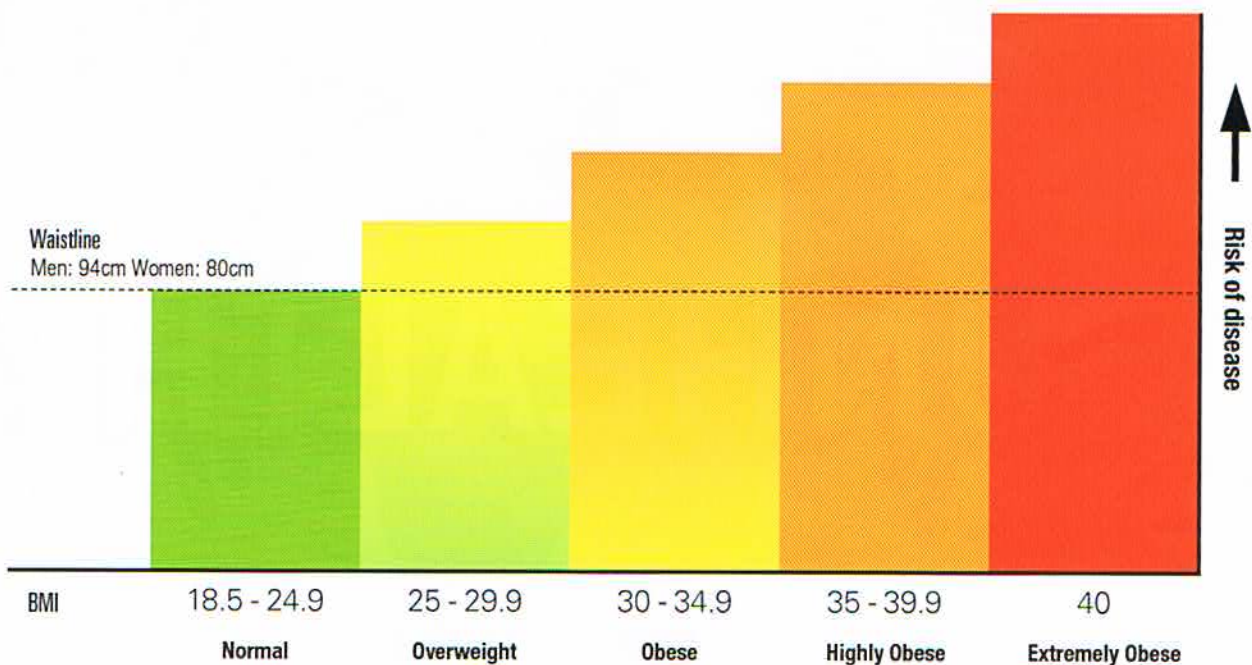
The Body Mass Index (BMI) is a widely recognised method for identifying a healthy weight. Your Distributor will be happy to help you calculate your BMI. Simply measure your height in metres and weight in kilograms and add them to the equation below.

$$\frac{\text{Your weight (kg)}}{\text{Your height (m)} \times \text{Your height (m)}}$$

e.g. 70kg divided by (1.68m x 1.68m) = a BMI of 24.8.

A healthy weight falls between 20 and 25 on the index.

Alternatively, use the quick reference chart below for an indication of where you are now. Read your height and weight, where the lines cross in the chart indicates how suitable your body weight is for your height. Put a cross on the chart as a reminder of where you started.



## Why would YOU like to use our products?

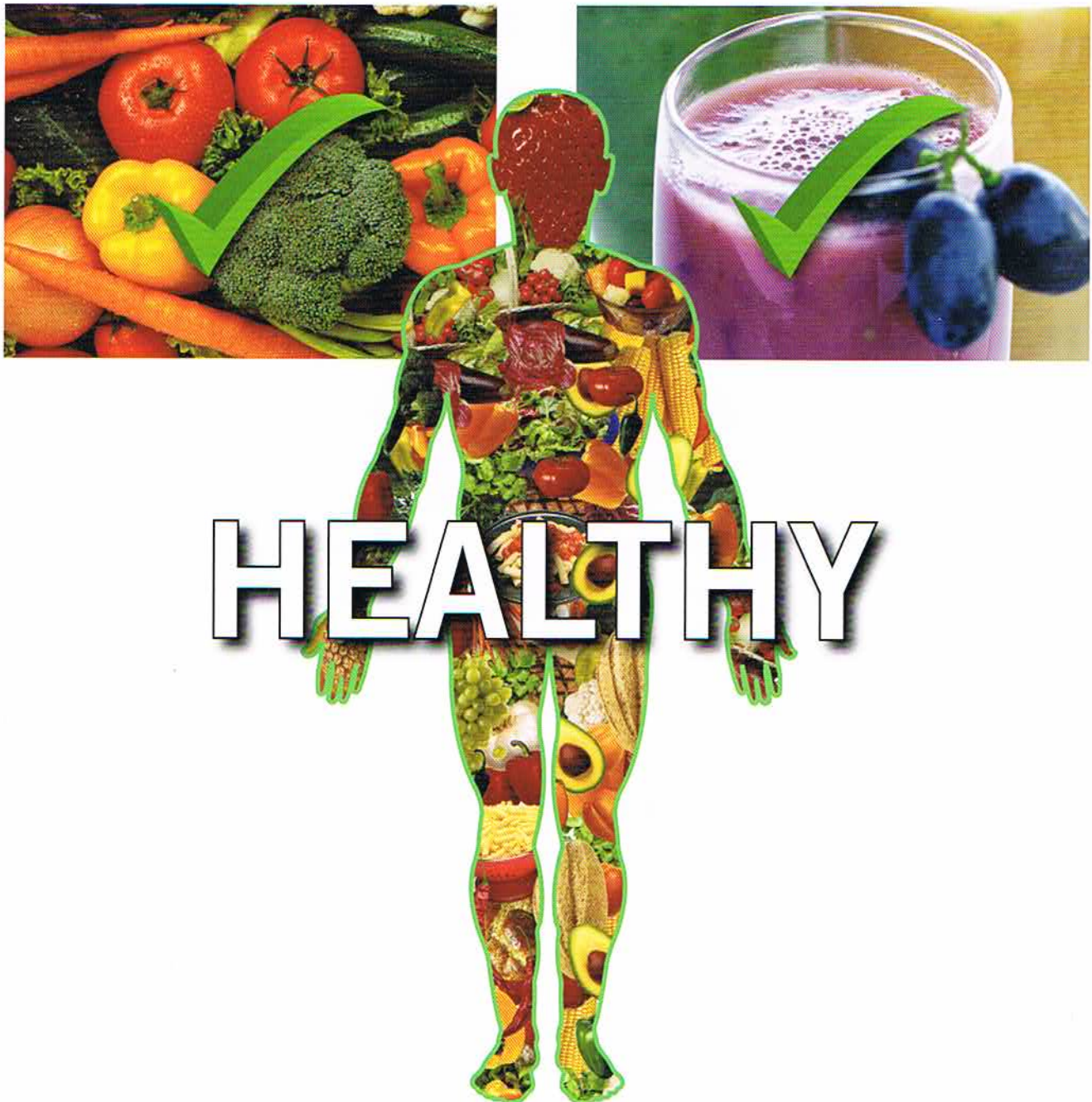
- Lose weight
- Improve your health
- Improve your self-esteem
- Boost your energy levels
- Look better

Fast foods are excessively high in calories and deficient in the nutrients your body needs. They make you **gain weight**, and your **health can suffer**.



**Fat, sugar, white flour, salt, preservatives, food colouring**

Well-balanced, healthy meals provide a variety of essential nutrients. Good nutrition helps you maintain a **healthy weight** and **overall wellness**.



Vitamins, minerals, fibre, protein, amino acids, antioxidants