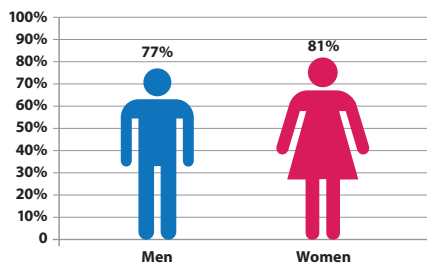


National Survey Reveals Americans Lack of Faith in Celebrity-Endorsed Diets

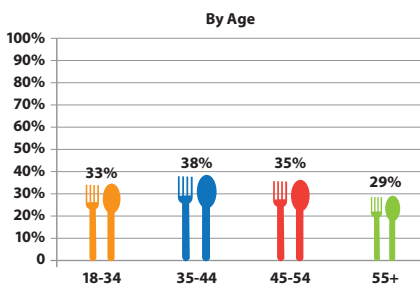


National Survey Reveals Americans Lack of Faith in Celebrity-Endorsed Diets

79% of total respondents agreed that Celebrity fad diets do not work for everyone because they do not focus on an individual's genetic predispositions



33% of respondents are currently on a diet or plan to go on a diet in 2012



67% of total respondents said that they would prefer to eat all-natural diet foods compared to diet foods with additional chemicals or additives

