



## —SEE IF YOU CAN **DROP A JEANS SIZE!**

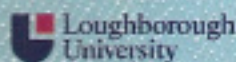
Tests were carried out at a leading university, using overweight volunteers who wanted to lose weight. They ate a bowl of Kellogg's cereals, like **SPECIAL K** or **CRUNCHY NUT** for breakfast, then again for lunch or dinner, for two weeks, and some were able to drop a whole jeans size!

In fact, the volunteers were found to reduce the measurements around their upper arms, chest, hips, thighs and waist over the two-week period. Over 75% of the group reduced their waist and hip measurements with 38% of the volunteers choosing a smaller jeans size after the study.

### WHY NOT TAKE THE CHALLENGE AND SEE IF YOU CAN DROP A JEANS SIZE TOO?

Simply calculate your Body Mass Index (BMI – see below\*), it should be 25 or over. You can even have your snacks and drinks as normal, just make sure you eat a well-balanced 3rd meal each day. The most difficult bit might be choosing your new 'hip' jeans! So, stock up on Kellogg's Crunchy Nut and Special K and see if you can drop a jeans size in just two weeks.

**Kick-start your new year with a healthier new you**




34 VOLUNTEERS TOOK PART.  
ALL 5 BODY PARTS WERE SIGNIFICANTLY REDUCED,  
WITH THE GREATEST REDUCTION FROM THE WAIST.  
30% LOST GREATER THAN 1 INCH FROM THE WAIST.  
WAIST:HIP RATIO WAS REDUCED BY 1.4%.

SEE IF YOU CAN  
*Drop a jeans size together*



Now there's a brand new way of helping each other get through the 2 weeks. Just register at the website below and share your Drop A Jeans Size Challenge tips and experiences on the message board. Plus we'll be there to support you all the way.

**Together we can cut this challenge down to size!**

\*Measure your BMI at: [www.kelloggs.co.uk/specialk](http://www.kelloggs.co.uk/specialk)  [www.kelloggs.ie/specialk](http://www.kelloggs.ie/specialk)

This is a kick-start to a healthier lifestyle and should be followed for 2 weeks only and if you have a BMI of 25 or over. As part of your new healthy diet, make sure you eat plenty of fruit and vegetables and low fat, high carbohydrate foods like Kellogg's cereals. If you are pregnant, breast feeding, under 18 years of age, taking medication or want to lose more than 20% of your starting weight, please consult your doctor before commencing this Kick-Start or any other weight loss programme.