

Embargoed 00:01 GMT Story for Wednesday 20th April 2016

Bulging Britain 'thinks' it's healthy

Six out of ten people say they're clear on what to do to improve their health, but admit they're guilty of bad habits.

Research commissioned by Kinetik Wellbeing, the healthcare experts, found despite Brits saying they understand health messages, a third are still confused by the basics, specifically how much exercise they should be doing, what the ideal blood pressure reading is and how much salt is too much.

422 million people globally now have diabetes, according to the World Health Organisation (WHO). In addition, new food labelling suggestions* specifying exercise times, are further proof of ignorance around what we should be doing to maintain good health.

Dr. Sally Norton, weight loss surgeon & Kinetik Wellbeing ambassador commented, *"In my experience, it's not that surprising that six out of ten people think they're clear on how to stay healthy. In actual fact, all the recent studies prove that we are becoming increasingly unhealthy as a nation. This isn't that surprising, considering the sheer wealth of conflicting and confusing health advise. It should be simple, focus on the big three, eat healthily, move more and check your blood pressure."*

Nearly all respondents (83%) surveyed by Kinetik Wellbeing, believe it is never too late to improve your health, but are guilty of not acting on it. This is despite the fact that over half feel miserable and lack confidence, as a result of being fat and unhealthy, with a quarter saying it affects their sex life too.

"These results reinforce the fact that Brits must take their health more seriously, which has been the driving force behind our new Health Sense kit. This easy to use kit enables people to monitor and track the three key areas for effective health management; weight, blood pressure and movement." said Ian Baker, Director, Kinetik Wellbeing.

Our sedentary lifestyle is also causing issues, with more than one in four people (27%), equating to 9 million UK adults, saying they spend around 5-6 hours constantly sitting. According to Doctor Sally

Norton, *"Long periods of inactivity can increase your risk of heart and cardiovascular disease, weight gain and type 2 diabetes, as well as some cancers."*

The study also found that our 'go large' portion culture means we're eating too much; with 54% of people admitting their plate sizes are knowingly too big and the majority snack too often.

Kinetik Wellbeing is calling for people to monitor their health better and have found that 1 in 4 people want clearer, consistent information (24%), and a more tailored plan to effectively manage their own health needs (26%).

* Royal Society of Public Health says the move would reduce obesity

Dr Sally Norton – Surgeon, weight-loss expert & Kinetik Wellbeing Ambassador – available for interview.

For more information please contact:

Alison Blackman, 07980 913099

Cat Lenheim, 07511 117587

More findings

- More than 1 in 3 say that not enough time, not enough sleep and fatigue gets in the way when it comes to improving our health.
- Nearly two thirds of 45-54 and 55+ year olds are clear on what to do to improve their health.
- A fifth of people know they should improve their health, but say they can't be bothered.
- 1 in 4 Brits say their weight impacts on their sex life, but it doesn't seem to be enough to make us get up and do something about it.
- Top three things women think they should do to improve health are cutting down on sugar (51%), walking more (47%) and getting more sleep (34%).
- Top three things men think they should do to improve health are cutting down sugar (41%), walking more (40%) and cutting out fat wherever possible (30%).
- People in the East Midlands come out on top as most weight conscious, with the highest percentage weighing themselves once a day (17%). Whereas North East and West Midlands are the least likely to weigh themselves (26%).
- People in East Anglia (30%), South West (30%) and West Midlands (30%) snack the most.

- 35-44 years olds are the most likely to weigh themselves once a day (13%).
- More than a third of people in Scotland (36%), the highest in the UK, say they know they should improve their health but just can't be bothered.

DR SALLY NORTON'S TOP 5 TIPS FOR WEIGHT CONTROL

1. Avoid processed food where possible
2. Beat portion distortion
3. Ditch the sugar
4. Keep hydrated
5. Sleep well

--ENDS--

Notes to Editors:

Research conducted by One Poll, sample of 1,000 UK adults, age 18-55+. Study ran from 05/04/2016 - 06/04/2016

About Kinetik Wellbeing

Kinetik Wellbeing deliver a wide range of quality, great value products, focused on monitoring & maintaining good health.

For more information please visit: <http://kinetikwellbeing.com>

The NEW Kinetik Health Sense Kit application and software is powered by CAROS. For more information visit: <http://carosconnect.com>

About Dr Sally Norton MB ChB MD FRCS

Dr Sally Norton is a renowned weight loss surgeon and wellbeing expert, and is regularly featured in high profile media outlets.

For more information please visit: <http://sallynorton.co.uk>