



Unilever Vitality Life Goals help people add Vitality to Life

Barcelona, 30 May – People across the globe express similar needs, interests and aspirations when asked about their health and wellbeing. The insights this close consumer connection provides, have allowed Unilever to develop a unique proprietary model – the Unilever Vitality Life Goals Model – which is now used across its brands to drive innovations and initiatives that truly meet people’s daily wants and needs for Vitality.

Vindi Banga, President of Unilever Foods, explains: “More than ever, people are looking for real solutions to achieve their goals in life. Next to a healthy diet and good hygiene, we see that emotional wellbeing is an important contributor to a longer and healthier life. The Vitality Life Goals really tap into the fundamental requirements of people, and we can identify opportunities right across our portfolio of brands that truly deliver holistic Vitality solutions, helping people look good, feel good and get more out of life”.

Validation Vitality Life Goals Model

The Unilever Vitality Life Goals Model is amongst others founded upon a unique international consumer health and nutrition survey – Health Focus® - of which Unilever is a main contributor. According to the survey, carried out 3 times in the last 6 years in Europe, North and Latin America and Asia, people everywhere in the world worry about the same health concerns and encounter the same health problems. Among people’s top concerns are cancer, heart disease, hypertension and diabetes. The most common reported health problems include tiredness, stress, being overweight and frequent colds. Asked about their biggest health problems, there are slight differences between different continents. Heart disease is still the number one health concern world-wide. Tiredness tops the polls amongst Americans and North-Europeans, whilst being overweight is problem number one in South America and South Europe. The most recent survey also shows that consumers increasingly look for products that actively benefit their health. As a result, they want more of fresh foods, vegetables and fruits, olive oil and omega-3. Highly processed foods, sugars, sodium (salt), saturated fats and trans fats on the other hand are less popular.

Unilever Vitality Life Goals

According to Unilever's research, everyone everywhere wants to:

Achieve More

Give Children a Good Start

Look Better

Be free from Health Problems

Feel Good Daily

Be Healthy for Longer

These are Unilever's Vitality Life Goals, and they each cover a cluster of health benefits. People may be interested in a specific benefit or a combination of benefits, and may need these at specific times in their lives or all the time to get what they want out of life.

Achieve More

"I want to do more, and there's more pressure on me to do everything – at work and at home. I need to boost my physical and mental energy levels, and recharge my batteries".

With tiredness and stress amongst the top 5 health problems for people in each region, Health Focus ® reports a high level of interest in learning more about instant energy foods. There is a desire for products that are both convenient and healthy, but people are less willing than ever to compromise on taste for those benefits. So what's Unilever doing? Well, it is launching its first brand in the UK for 12 years – AdeZ. AdeZ is a delicious and refreshing blend of fruit juices and soya plus some essential vitamins and minerals that help people maintain a strong body. With one third less calories than most regular fruit juice drinks, a glass of AdeZ contains the same level of calcium as a glass of milk. It is also a source of magnesium, vitamin C and vitamin B6 which can help maintain general health and wellbeing. Other Unilever brands that help people Achieve More include Knorr Vie, a convenient mini-bottle that makes you feel good as it provides 50% of your daily fruit and vegetable requirements. Rexona, the number one deodorant brand in the world, helps people feel fresh and confident, enabling people to take on the challenges of the day without having to worry about sweat and body odour, whilst Axe makes young men feel more confident, so they can play at the top of their game and get the girl of their dreams. Drinking Lipton tea makes you feel good. But not just that, recent studies have found that L-theanine, an amino acid found almost exclusively in tea, may be good for mental wellbeing. It enhances alpha brain waves, which are associated with a relaxed but alert mental state, and may also play a role in mental focus.

Look Better

"If I look better, I feel better. So I'm searching for things that will help me manage my weight, keep me fit and active – and if they make me look a bit younger, even better".

Losing weight is more important than ever. World-wide, there are more than 1 billion overweight adults, at least 300 million of them obese. More than 50% of adults in western populations are

overweight or obese. Globally, 1 in 10 children are overweight or obese. In Europe this is 1 in 5 children. Whilst people say they want to lose weight, they also say they do not want to be deprived of eating the things they love. The trick is to provide the opportunity to lose weight through a healthy balanced diet and lifestyle, without compromising on taste or the pleasure of eating. To pull off this trick, Unilever is relaunching Slim?Fast in Europe, with new packaging and communication, but most importantly with an improved range of products that meet dieters' functional and emotional eating needs much better across the day. The new range includes real fruit smoothies, hearty soups, savoury snacks and cereal bars that help lose weight in a pleasurable way. And Slim?Fast works; it is the most researched diet in the world with over 30 clinical trials!

But looking good is not just about diet, it's also about being at your best and the resulting sense of confidence and self-esteem. The team behind Sunsilk understands like no other that a good or bad hair day can make all the difference in the world between feeling happy or miserable.

Feel Good Daily

"I know I can affect my mood by making good choices, including what I eat. I want things that will relax my mind, help me sleep well and generally make me feel good".

Only 2% of women describe themselves as beautiful. Too many young girls develop low self-esteem from hang-ups about their looks, and consequently fail to reach their full potential later in life.

Dissatisfaction with body image increases as they progress to adolescence. Whilst 75% of girls 8-9 years old say they like the way they look, only 56% of girls 12-13 years old feel that way. 72% of 15-17 year old girls world-wide avoid certain life-engaging activities due to feeling bad about their looks. Following its successful Campaign for Real Beauty that aims to widen today's stereotypical view of beauty, Dove has recently set up the Dove Self-Esteem Fund. This fund acts as an agent of change by educating and inspiring girls on a wider definition of beauty, making them more confident about their body image. Dove's specific goal is to raise the self-esteem of more than 1 million girls around the world by 2008. And what to think of ice cream? Unilever's heartbrand (which includes Ola, Walls, Langnese and Algida) believes that the magic of ice cream, with its heritage, its memories and its journey for the senses can change people's mood positively by sparking off a moment of happiness in everyone's day. As a next step in its drive to provide healthier ice cream options, Unilever's newest vitality innovation is Frusì. Made with frozen yoghurt, real fruit pieces and wholegrain cereals, Frusì contains just 3 grams of fat per pot (100 ml) and a maximum of 114 calories. Frusì contains 50% of the recommended daily amount of vitamin C, and has no artificial preservatives, colours, sweeteners or flavours.

Give Children a Good Start

“I want my children to have the best possible lives. And a big part of that is making sure they eat good food, helping their bodies and minds develop strongly”.

Since the first survey in 2000, Health Focus ® 2005 has seen a shift amongst parents from wanting to provide basic growth and development for their children towards a broader desire to give their children a good start so that they will be healthy, happy and successful in later life. Recent pan-European research shows that children on average play only 8.6 hours of sport per week. Sports and getting dirty is a great way for children to learn and develop, and regular sport can lead to significant health and fitness benefits. Omo/Skip is introducing “Be My Coach”, a programme especially designed in co-operation with leading sports institutions in Europe to equip parents and children with the tools, skills and inspiration to practise and enjoy sport skills together. Together with experts in psychology and physical education, a special “skills ball” and skills set has been developed that will improve agility, balance and co-ordination in children as well as adults. Other Unilever brands that help children thrive include Lifebuoy, the brand that has been championing health for over a century by spreading the message of hand wash hygiene throughout a large number of developing countries. And Unilever’s family goodness brand, which includes Rama and Blue Band, markets spreads and margarine that contribute essential nutrients and vitamins every member of the family needs daily to grow and develop.

Be Free from Health Problems

“So many people have food related problems – allergies, intolerances, diabetes, irritable bowel syndrome, the list goes on. I don’t want that, I want solutions today to lead a happy, healthy life”.

The World Health Organization estimates that infectious disease represents 30% of the global burden of disease, accounting for 12 million deaths each year. As such, hygiene has a big impact on health. In the western world, people’s cleaning habits indicate that they have become blasé. The WHO recommends the use of bleach as the most effective choice to destroy micro-organisms. New Domestos 5x employs the first genuine innovation in bleach for 30 years to not only kill germs on contact, but to stick around to keep on killing them 5 times longer than any other toilet cleaner or bleach, protecting people – flush after flush after flush. And in the area of personal care, Unilever has established a unique partnership with the FDI (World Dental Federation) called “Live. Learn. Laugh.” that aims to increase education and improve oral health for millions. One extra brushing per day with fluorised toothpaste can reduce a person’s risk of tooth decay by as much as 50%.

Be healthy for longer

“If I’m going to live longer, I want to stay fit. My heart, my body and all my senses need to stay strong. If I take care of my body, my long-term health will take care of itself”.

Whilst in the 80’s and 90’s people over the age of 50 were worried about avoiding diseases, Health Focus ® 2005 shows people are now concentrating on extending their quality of life and staying healthy for longer. The current ageing population is not willing to ‘settle for less’ but rather feels ‘entitled to more’. This is reflected in the way they look at products. According to the World Health Organization, heart disease is still the number one cause of death in the world, responsible for 1 in every 3 deaths. Flora/Becel is committed to making the world’s hearts healthier, and does this by providing a variety of heart healthy spreads, milks and mini-drinks. Flora/Becel spreads are rich in healthy oils, omega 3 and 6. Flora/Becel pro.activ is clinically proven to lower cholesterol, and Flora/Becel pro.activ blood pressure mini-drinks contain natural dairy peptides that are scientifically demonstrated to help control blood pressure. Flora/Becel works closely with the World Heart Federation to actively promote simple diet and lifestyle changes that can help reduce the risk of heart disease. The Mediterranean diet is proven to keep people healthy for longer, and is one of the healthiest diets in the world. Who doesn’t want to enjoy tasty foods together with family and friends that are made with high quality ingredients that have grown under the Mediterranean sun? Bertolli’s expanding product portfolio covers a spectrum of high quality Mediterranean foods that bring the Italian way of living to life. Enjoy!

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