

Thursday 11th February 2016

Chilvary not Chanel for female Brits as survey finds old school values are the key to a great relationship

- *Honesty (83%), kindness (66%) and respect (67%) voted the top three qualities needed for a strong relationship in recent survey by Weight Watchers*
- *Those in relationships with these qualities reported feeling happy (72%), loved (67%) and appreciated (42%)*
- *Almost half (45%) of those surveyed felt they didn't have as strong a relationship with themselves as they do their loved ones*

A recent report by Weight Watchers found that UK women believe honesty, kindness and respect are the three most important qualities for a strong relationship. These were followed closely by reliability (65%), thoughtfulness (61%) and encouraging one another (56%) indicating that UK women rate traditional values above material things when it comes to romance.

The research demonstrated that emotional support over material generosity was more powerful in building strong and loving relationships. Those in relationships where these qualities were present reported feeling happy (72%), loved (67%) and appreciated (42%).

Despite valuing these qualities in their relationships with others, almost 60% of the women surveyed felt they didn't have the same relationships with themselves; with only 24% saying they were ever kind to themselves and 17 per cent agreeing that they treated themselves with respect.

Encouraging themselves more (34%), being more confident (37%) and believing in themselves (38%) topped the list of things women said they felt they could do to build a stronger relationship with themselves, with almost half (46%) agreeing this was something they needed to do.

Over 90 per cent of those surveyed said they put others before themselves, with over half of these prioritising the needs of their partners ahead of their own, showing that women and mothers in particular tend to instinctively put others first.

This Valentine's Day, Weight Watchers is encouraging women across the UK to be #WomanKind and give themselves the same love they give those around them by paying themselves a little kindness.

Commenting on the findings, Zoe Griffiths, Head of Public Health and Programme at Weight Watchers, said:

"Our research has shown that the same qualities women value in their relationships are low on their priority list when it comes to themselves. At Weight Watchers, we want to encourage women to build a better relationship between body and mind and to kick start that, we're asking them to pay themselves a little kindness this Valentine's Day.

"We understand that the way people feel about their body image extends beyond the number on the scale, so our new approach to weight management encourages people to feel empowered to lead healthier lives without focusing purely on weight and to build a better relationship between mind and body."

This Weight Watchers research has been conducted as part of **#Womankind**, a nationwide campaign that explores why modern women are unkind to themselves and how they can counter this cultural habit, making healthier choices and building better relationships with themselves.

For the full report or more information visit <https://www.weightwatchers.com/uk/womankind> or head to <https://www.youtube.com/watch?v=C91z5VfybSY>

Weight Watchers' KINDNESS HACKS to build kinder a relationship with yourself:

1. **Raw Vulnerability** - eliminate shame and build stronger relationships with others
2. **Find Your Thing** – confidence in who you are leads to body confidence
3. **Reframe 'Weaknesses' As Strengths** – values such as empathy, collaboration and flexibility are now being identified as the key values for success and growth in business
4. **Radical Body Honesty** – normalise the shared female experience and encourage self-acceptance
5. **Find Your People** – minimise negative voices online and offline
6. **Replenish Yourself** – 53% of women sacrifice me-time when they are busy. Take time and space to top up energy and process how you feel

ENDS

Notes to Editors:

Weight Watchers' Mind and Body research surveyed 2,000 women across the UK aged 18-60+ with OnePoll. Cultural intelligence report conducted with 8 cross-disciplinary experts.

For more information please contact:

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About Weight Watchers International, Inc.

Weight Watchers International, Inc. is the world's leading commercial provider of weight management services. In the more than 50 years since its founding, the company has helped millions of people across the globe transform their lives through healthy weight loss. Weight Watchers holds more than 36,000 meetings each week, around the world, where members receive group support and learn about healthy eating patterns, behaviour change, wellbeing and physical activity. Weight Watchers provides innovative, digital products through its websites, mobile sites and apps and is the leading provider of online subscription weight management products in the world. Weight Watchers offers a wide range of food products, publications and programmes for those interested in a healthier lifestyle.