



Contact: Alessandro Facchini  
Pepe, Rossi e Partner  
[alessandro.facchini@prpconsulting.it](mailto:alessandro.facchini@prpconsulting.it)

### **SLIM-FAST RE-LAUNCHED IN ITALY**

Italian affiliate PRP (Pepe, Rossi e Partner) in Milan re-launched Unilever's **Slim-Fast** on the Italian market after a five-year absence. PRP commissioned a survey to describe the behavior of Italians who want to lose weight. The research showed that 41% of Italians consider themselves overweight, and that half of them control their calorie intake in an attempt to lose weight. Almost 15% mentioned Slim-Fast as a top slimming product.

PRP organized a press conference (during which the results of the survey were presented), and a Slim-Fast new products introduction, held in a well-known gym in the center of Milan.



*The Wellness Oasis in Milan*

-more-

### **About GCI**

GCI is one of the largest full-service global firms in the industry, with 44 offices in 22 countries and an annual fee income in excess of \$100 million. The agency's success has spread across three global practice groups: technology, healthcare and financial communications; and six global service offerings: corporate reputation, change management, consumer marketing, public affairs, interactive strategies and media relations. GCI Group serves a broad client base of multinational companies, including Pfizer, Dell, British Airways, Coca Cola, General Motors, Visa and Home Depot.

###