

Beat: Vips

## ACTRESS SARA RUE NEW CAMPAIGN DEVELOPED TO INSPIRE OBESE AND OVERWEIGHT WOMEN

TO RESOLVE NOW RATHER THAN WAIT

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**USPA NEWS** - In the United States, approximately 66 percent of women aged 20 and older are estimated as overweight or obese. Obesity, which is a chronic disease, raises the risk of serious conditions, such as morbidity from high blood pressure, high cholesterol and type 2 diabetes...

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According to a U.S. marketing survey, led by Braun Research, Inc. and commissioned by Takeda Pharmaceuticals U.S.A., Inc., of women who self-reported as overweight or obese, when asked if they have ever made a New Year's resolution to lose weight, 72% of women said, 'Yes.'

In addition, 60% of these overweight or obese women actively worked to achieve their New Year's resolution to lose weight for only 1-4 months. When asked who they turn to for support during their journey to lose weight, only 4% of women surveyed said they turn to their doctor.

"Obesity is a very personal struggle, and it's not always a matter of not trying," said Dr. Holly Wyatt, an endocrinologist & Medical Director of the Wellness Clinic at the University of Colorado Anschutz Health & Wellness Center. "In my practice, I've found that what works for one woman might not work for another. While diet & exercise are core elements of every weight loss plan, sometimes they aren't enough & it might be time to consider talking with your doctor'.

Like many others, Sara Rue has struggled with her weight throughout her life, and it wasn't until she was in her 30s that she decided to make a long-term change. 'We all have that moment when we sit back and think about where we want to be in 5 to 10 years. I saw a certain image of myself "one that was healthy and comfortable in my own body, but that wasn't my reality at the time. I knew I had to take action,' said Rue. 'I'm partnering with Takeda on Resolve Now: Stay Ahead of the Curve to be an advocate for these women who are struggling with their weight.'

Takeda Pharmaceuticals U.S.A., Inc., (TSE: 4502) today launched the Resolve Now: Stay Ahead of the Curve campaign to inspire obese or overweight women to take action now, rather than wait until the New Year, and talk with their doctor about a weight loss plan, including diet, exercise and other options, which may include a prescription medication, if appropriate, for obese, or overweight people with a BMI  $\geq 27$  kg/m<sup>2</sup> and a weight-related condition.

Takeda is a research-based global company with its main focus on pharmaceuticals. As the largest pharmaceutical company in Japan and one of the global leaders of the industry, Takeda is committed to strive towards better health for people worldwide through leading innovation in medicine. Areas of focus include cardiovascular and metabolic, oncology, respiratory and immunology, central nervous system, general medicine, and vaccines.

Source : Takeda

**Article online:**

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