



THE BRITISH DIETETIC ASSOCIATION

The Professional Association for Registered Dietitians
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Media Release

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For immediate release

British Dietetic Association Reveals Clothes Show Body Secrets

The British Dietetic Association (BDA) will be taking centre stage at the Well Being Zone at Clothes Show Live, which runs from December 7 to 12 at the NEC in Birmingham.

Following last year's success, the BDA 'Glow Zone' will again head up the section, which focuses on diet, health and feeling good, with advice to those wanting to look good without having to be a size zero.

Visitors will have exclusive access to free, confidential, 15-minute diet consultations from professionally trained dietitians. Experts will also be on the stand to answer food and nutrition questions.

Other BDA highlights include:

- Speaking to Clothes Show Live models on how to look good on the catwalk by making food an integral part of the beauty regime.
- ITV's This Morning's resident dietitian, Azmina Govindji will be signing copies of her new book – The Hot Body Plan - at the BDA stand on Saturday 8 December, from 1.00pm onwards.
- The stand will have a collection of food books from some of the UK's most prominent health and diet professionals.
- Running a daily interactive nutrition quiz on the Eve Style Show Expert Stage.
- Visitors can have their body mass index calculated and will learn whether they are within the healthy BMI range.

Judy More, spokesperson for the BDA, says: "Attending Clothes Show Live last year proved to be a great success; we had lots of interest from the public and the free consultations were a real hit with visitors to the stand. This year we hope to build on this by offering visitors impartial diet tips and solid nutritional advice, to help them make healthy food choices so that they can look good and feel confident without compromising on their enjoyment of food."

Consultation with a dietitian can be booked by going to the Glow Zone's reception area. Appointments are on a first come first served basis. The BDA's Glow Zone can be found at WB5 in Hall 18/19 at the NEC.

Ends

Notes to Editors

1. For further information or interviews, please contact Sanjay Mistry, PR Officer, on 07957 355 416.
2. The British Dietetic Association, founded in 1936, is the professional association for registered dietitians in Great Britain and Northern Ireland. It is the nation's largest organisation of food and nutrition professionals with nearly 6,000 members. About two-thirds of members are employed in the National Health Service. The remaining members work in education, industry, research, sport settings or freelance.
2. Registered dietitians hold the only legally-recognisable graduate qualification in nutrition and dietetics. They are experts in interpreting and translating the science of nutrition into practical ways of promoting nutritional well-being, disease treatment and the prevention of nutrition-related problems. Their advice is sound and based on current scientific evidence.
3. Registration, awarded by the Health Professionals Council, is an indication that a dietitian is fit to practise and is working within an agreed statement of conduct.
4. For further details about the British Dietetic Association, please visit our website: www.bda.uk.com.

Website: <http://www.bda.uk.com>