



Using breakthrough research
in 'nudge' thinking to retrain
habitual and emotional
responses to foodstuffs



PRESENTATION BY

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Revolutionising participants' health and wellbeing through neuro-reprogramming via Slimpod app – an RCT

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AIM OF THE RCT

Obesity is a global pandemic that threatens the health of the population and the sustainability of publicly-funded healthcare.

This RCT addresses the gap in the literature surrounding unconscious persuasion and its use in weight loss and weight management.



AIM OF THE RCT

The aim was to assess the effectiveness of an audio unconscious persuasion weight loss/weight management intervention (Slimpod) compared to an audio relaxation recording (control).



HOW SLIMPOD WORKS

The Slimpod tool, a 9-minute audio recording listened to once a day for a minimum of 12 weeks, is designed to retrain a person's habitual and emotional response to foodstuffs by altering their brain's dopamine triggers.

Clinical trial registration number ISRCTN75/5203062



WHAT SLIMPOD ACHIEVES

This therapeutic model allows unconscious thought to be shaped into a manner more consistent with a healthy lifestyle.

Participants can then take control of their eating behaviours to induce an holistic state of wellbeing.



HOW SLIMPOD DIFFERS

Unlike any other weight loss management tool currently available, the Slimpod programme is not a diet and does not involve conscious willpower, calorie counting or regular weighing – all known to be possible sources of adverse psychological effects

Clinical trial registration number ISRCTN75/5203062



METHOD OF THE RCT

82 overweight adults were randomized to intervention (n=431) and control (n=41) groups. Weight was assessed by a researcher from City University London at trial commencement, mid-trial (12 weeks) and trial end (24 weeks).



METHOD OF THE RCT

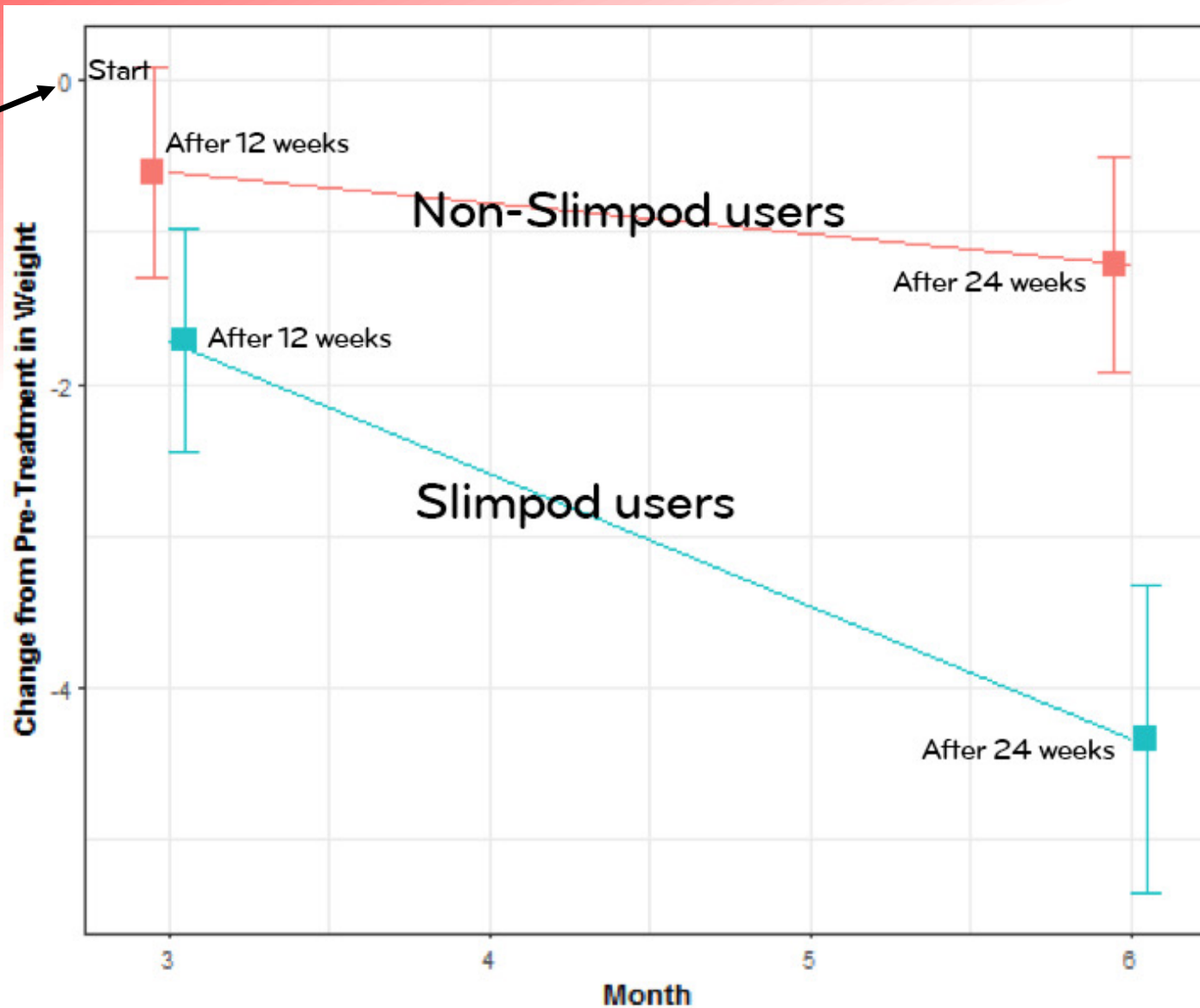
Secondary outcomes were assessed using the Eating Self-Efficacy Scale (ESES), Exercise Confidence Scale (ECS) and Quality of Life Index Generic Version III (QLI-G3) at the start and the end of the RCT.

Results: Weight Loss

A statistically significant difference in mean weight loss was found between the intervention group (1.7kg at 12 weeks and 4.3kg at 24 weeks) versus control (0.6kg and 1.2kg respectively) at $p < 0.001$



Start
point
= zero

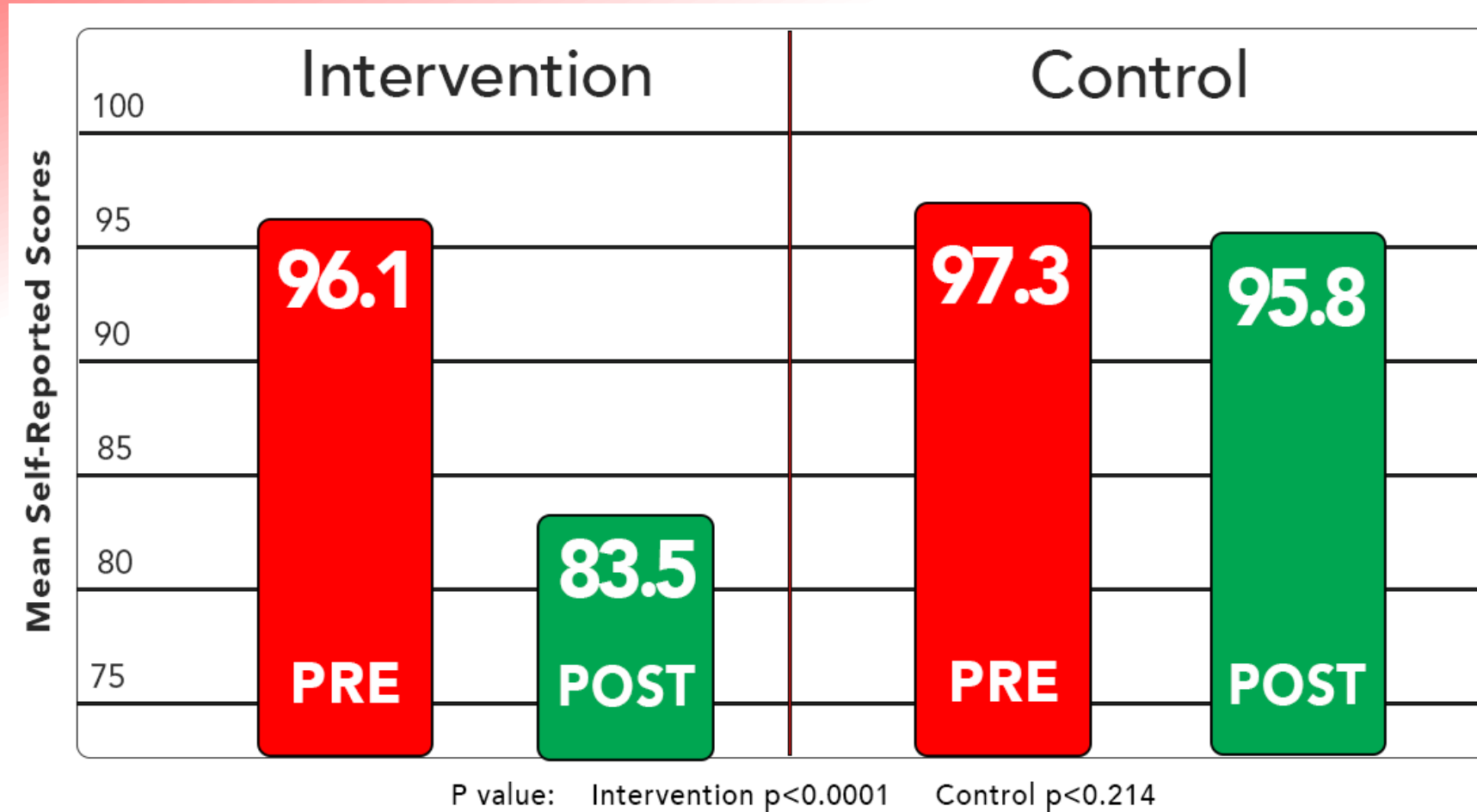


Results: Eating Self-Efficacy

ESES scores showed greater self-efficacy ($p=0.008$) in intervention at 24 weeks. No significant differences in ESES negative affect sub-scale score or ECS were observed.

The Wilcoxon Signed Rank Test was used throughout.

Eating Self-Efficacy

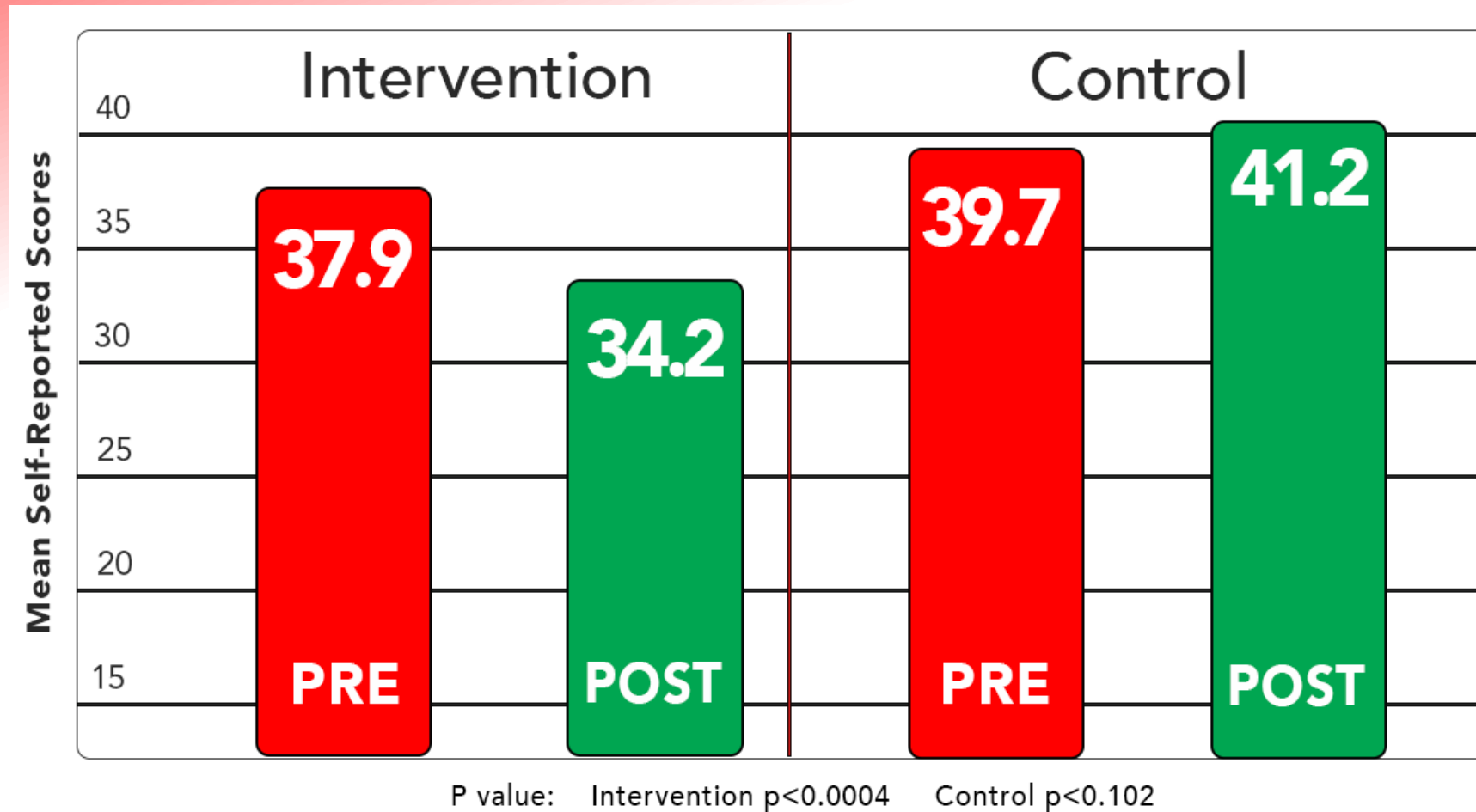




Socially Accepted Circumstances

The Self-Efficacy scores in Socially-Accepted Circumstances were significantly lower for the Intervention, compared to the Control, which actually went up

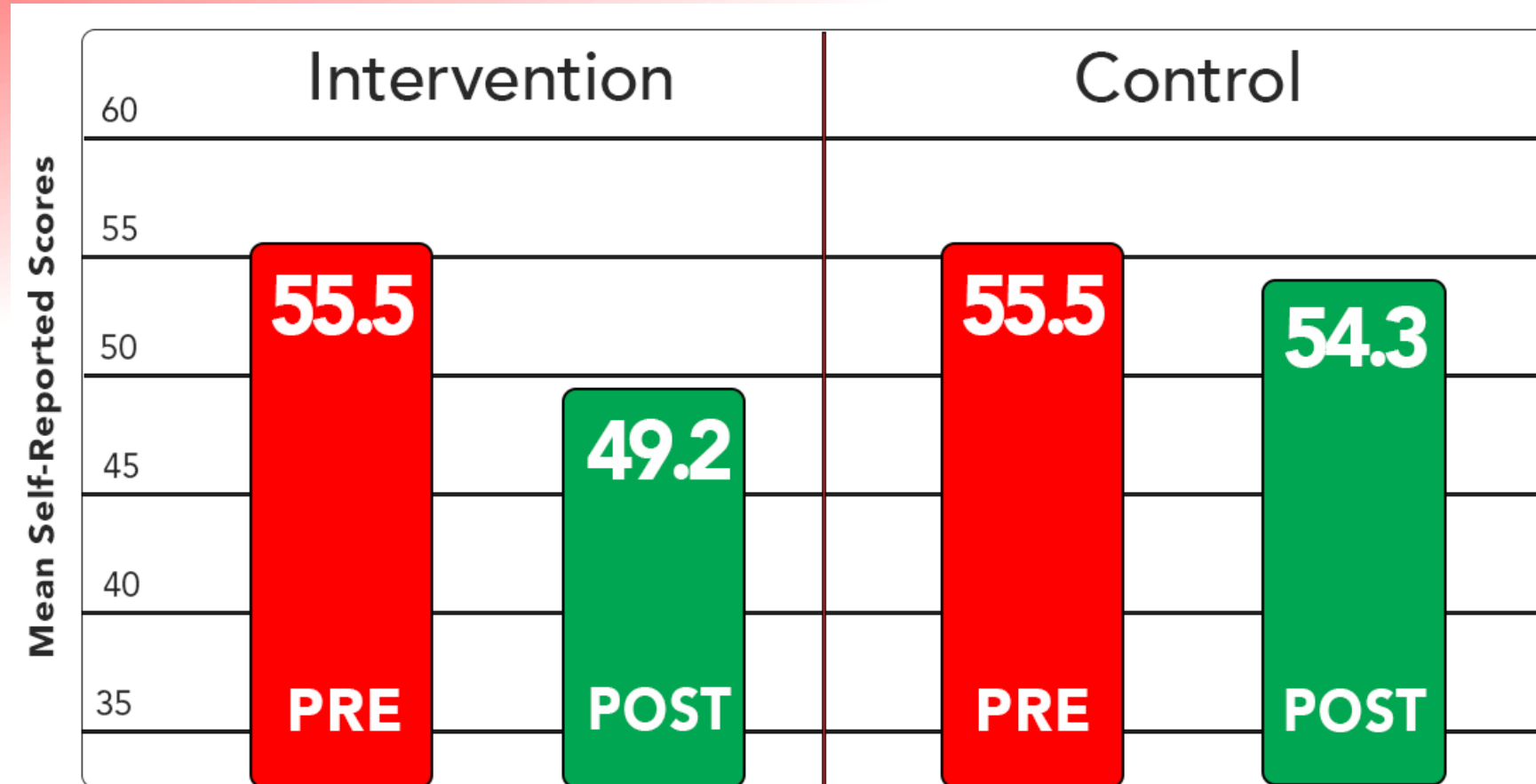
Socially Accepted Circumstances



Negative Associations

The Self-Efficacy scores related to Negative Associations
were significantly lower for the Intervention
compared to the Control

Negative Associations



P value: Intervention $p < 0.0004$ Control $p < 0.337$



The RCT's Conclusion

The Slimpod was effective at reducing weight and increasing eating self-efficacy among overweight adults.

Slimpod could be included as part of the suite of interventions offered by healthcare professionals to those seeking to lose weight.



What RCT participants told us

"I'm now automatically eating smaller portions and understand when I am full"

"I can walk round the supermarket and not buy sweets and cakes"

"I'm instinctively eating more healthily and I have less desire for junk food"

"I feel that I am able to make better choices about what I eat now"

"I've found other ways to relax instead of snacking on biscuits when stressed"

"I'm fixating less about food and I'm not binge eating at night"



Beyond The RCT

Worldwide more than 200,000 people have enrolled in the Slimpod programme, which now includes video coaching and live Zoom groups which were not available to RCT participants.

There is overwhelming anecdotal evidence that the beneficial effects last long after 12 weeks – in some cases more than 10 years.



Feedback from customers

We receive constant daily feedback from customers who have successfully used the Slimpod programme and many of them are proud to see their success stories featured online and in the media.

We also receive independent feedback via Trustpilot, where we have 4.7 stars out of 5 and are rated Excellent





"Slimpod was a life-saver because it triggered something in my brain to change the way I felt. I was living in a fat suit – and I had no idea how to get out of it."

- **Lorraine Murphy**

RESULT >>

LOST 12 STONE



"I was 18 stone and addicted to junk food, especially crisps. Now I eat whatever I want, and I stop when I'm full."

- Hayley Millar

RESULT  FROM 18 STONE TO 12 STONE





"Sugar was taking over my brain but now thanks to Slimpod I'm in control of food rather than food being in control of me."

- **Ava Brodie**

RESULT



FROM SIZE 16 TO SIZE 8





Full dataset and slides available on request



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