

New Diet Pill Will Hit Market

The nation's first FDA approved over-the-counter diet pill Alli doesn't hit drug stores until mid-June, but Alli's maker GlaxoSmithKline is taking the unprecedented step of opening a storefront in the middle of Manhattan to advertise and educate people about the fat blocking pill.

"It is very important for us to remind people that the solution is not inside a pill," says GlaxoSmithKline Vice President Steve Burton.

Clinical trials show the pill blocks the absorption of a quarter of the fat a person eats at each meal and helps people lose 50 percent more weight if used with a diet and exercise program.

The bulging diet industry has come under fire for marketing products and pills as quick-fix weight loss solutions without warning about possible side effects.

GlaxoSmithKline is taking a different approach.

The new information center is set up to educate the public on healthy habits and exercise.

The company also touts the pills benefits and stresses the pills limits.

"If you have a meal that has too much fat, you're gonna have treatment effects...those that do might have to go the bathroom more often, might find their stools a little softer," says Burton.

A negative reinforcement nutritionists say could help motivate people to change their habits and eat less fat.

But nutritionists say a pill is not essential in the equation to shedding pounds.

"By making other choices such as lower fat foods and smaller portions, someone will be able to make those life-long changes without any kind of medication," warns Cindy Moore, Director of Nutrition Therapy at the Cleveland Clinic.

Alli will be sold in starter packs with a 60 or 90-day supply of pills or capsules.

The cost for the packs will range between \$50 and \$60 dollars.

About the Author

From www.wrcbtv.com:

Learn how alli can be a partner to help you lose 50 percent more weight than dieting alone. The alli program encourages modest, gradual.

But the 5 percent to 10 percent total weight loss in six months happens only if. The company seeks to sell Xenical at a lower dose under the name Alli.

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