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NEW SURVEY REVEALS MISCONCEPTIONS ABOUT FORMING NEW HABITS

Majority of Americans Overestimate Amount of Time it Takes to Form a New Habit; Lack of Motivation and Effort Serve as Greatest Barriers to Achieving Healthier Habits

GREENWICH, Conn., (April 1, 2009) – According to a survey released today by [Nestlé® Pure Life®](#) brand bottled water, the number one bottled water brand in the U.S.¹, 78 percent of Americans think it takes six months or longer to form a new habit. However, experts agree that it really only takes about three to six weeks. At the same time, when asked to grade their family’s healthy habits, 84 percent of respondents gave their family an average score of “B” or a “C,” indicating that more can be done to achieve a healthy lifestyle.

To help empower families build better habits, Nestlé Pure Life has partnered with Bob Greene, founder of the Best Life™ program and Oprah Winfrey’s personal trainer. Beginning today, families nationwide will be able to participate in the new [Pure Life / Best Life Challenge](#) to help them make small changes and form new healthy habits in four key areas: Eat Right, Drink Right, Get Active and Get Green.

“The first step to living well is being well. I want to educate moms and their families about how easy it can be to form new, healthy habits,” says Greene. “For example, the simple act of swapping a sugared beverage for water is an easy change that can shave calories and add up to big results over time. Replace one typical 12 ounce sugared beverage daily with water and cut 3,650 teaspoons of sugar a year from your diet - that’s 38 pounds of sugar a year.”²

Further, the majority of respondents (92%) reported that developing healthier habits is important for their families. Yet when asked to define their greatest barrier to building better habits, 88% of respondents claimed that lack of motivation and being unable to make the effort to change served as obstacles.

“With the help of Bob Greene, we want families to see how easy and fun living a healthy lifestyle can be. The Pure Life / Best Life Challenge will empower America’s families to make small, meaningful changes in their everyday routine. The information at www.purelifebestlife.com will keep families engaged. They will see these small changes are an easy way to acquire good habits, which in turn can lead to a healthier lifestyle,” said Larry Cooper, Group Marketing Manager, Nestlé Waters North America.

To join the Pure Life / Best Life Challenge, registered participants will be asked to accomplish simple, everyday milestones within each of the four key areas. Each time a section is completed, participants will earn an online badge that shows their progress. This online badge system makes it interactive and fun to accomplish healthy habits, inspiring others to join through social networks, email, and Facebook connections. In addition, families can earn “Healthy Rewards” by mail such as bottled water coupons, sporting goods gift certificates, and Best Life memberships by buying cases of Nestlé Pure Life.

For more information and to participate, log on to www.purelifebestlife.com.

¹ Beverage Marketing Corporation, *Smaller Categories Still Saw Growth As the U.S. Liquid Refreshment Beverage Market Shrank by 2.0% in 2008*, Beverage Marketing Reports. 30 March 2009

² Popkin BM, Armstrong LE, Bray GM, Caballero B, Frei B, Willett WC. A New Proposed Guidance System for Beverage Consumption in the United States. *Am. J. of Clinical Nutrition*, 83:529-542, 2006

Survey Methodology

The Nestlé Pure Life survey was conducted March 12-13, 2009, by Opinion Research Corp. of Princeton, New Jersey. One thousand online interviews were conducted among men and women, ages 18 years of age and older. The data were weighted by four variables: age, sex, geographic region and race, to ensure reliable and accurate representation of the U.S. population. Significant testing was done at the 95% confidence level.

About Nestlé® Pure Life®:

The number one bottled water brand by volume according to Beverage Marketing Corporation, Nestlé® Pure Life® is a brand of the leading bottled water manufacturer, [Nestlé Waters North America Inc.](#), based in Greenwich, Connecticut. Nestlé® Pure Life® goes through a multi-step filtration process and is enhanced with a unique blend of minerals, offering a pleasant, refreshing taste suitable for the whole family. Nestlé® Pure Life® brand bottled water offers a number of healthy hydration options and is committed to helping families live healthy, active lifestyles.

About the Best Life:

About Best Life:

The Best Life Program was created by exercise physiologist Bob Greene, best known as Oprah Winfrey's personal trainer. The Best Life Corporation includes a number of entities designed to help people achieve their own personal best life. Thebestlife.com is an online resource offering meal plans for each day of the year, weekly grocery shopping lists, recipes, and helpful news and tips from a variety of weight loss experts. It was the fastest selling online program in 2007. The Best Life Diet seal of approval is awarded to grocery store products that meet Greene's taste and nutrition standards. Greene has also authored a number of books and journals including five New York Times Best Sellers. "The Best Life Diet" was a mainstay on the New York Times Best Seller list for 31 weeks and was named #1 Diet Book by Consumer Reports. The Best Life Program has helped millions of people lose weight through its gradual three-phase approach to eating and exercise. For more information, please visit www.thebestlife.com.

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