

# TDMR Europe

## Media Pack

Our 2021 Media Pack provides journalists and stakeholders with all the information on TDMR Europe. Here you can find out who we are and what we do, the contact details and the social media accounts of TDMR Europe.

[tdmr-europe.com](https://tdmr-europe.com)



# We are Total Diet & Meal Replacements Europe

TDMR Europe is the European trade body for manufacturers and distributors of formula diet products, including total diet replacements (TDRs) and meal replacements (MRPs) which provide weight loss and weight management programmes for the overweight and obese. TDMR Europe works to secure appropriate and proportionate European legislation for TDRs and MRPs, as well as to increase awareness and understanding of these products.

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# What are TDRs and MRPs?

Total Diet Replacements (TDR) are specifically formulated and nutritionally complete programmes. Their aim is to replace the whole diet for a period to facilitate optimal weight loss. Meal replacements (MRP) are products presented as a replacement for one or two meals of the daily diet. Their aim is to be used alongside conventional food, as part of an energy restricted diet, to facilitate and maintain weight loss.

These products are carefully designed to provide the right amounts of nutrients, in accordance with applicable legislation. They have been freely available within the EU market for more than 30 years, providing an effective way of helping overweight and obese individuals to lose weight more rapidly than would otherwise be possible.



## Contact TDMR Europe

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# Obesity Statistics & Facts

According to the World Health Organization, obesity is “one of the greatest public health challenges of the 21st century”. Its prevalence has tripled in many European countries since the 1980s, and the number of those affected continues to rise at an alarming rate.

Up to 70% of the entire population is overweight, with 10 to 30% of the European adult population being obese.

Overall obesity costs EU Member States around €59 billion a year from indirect health care costs alone. However, the broader economic impact could be as high as €118 to €236 billion and, with rising childhood obesity, the problem is only set to get worse.<sup>1</sup>

Overweight and obesity are the fifth leading risk for global deaths. At least 2.8 million adults die each year as a result of being overweight or obese.<sup>2</sup>

### TDMR Europe contribution to the obesity debate

Obesity policies are often focused on prevention, a commendable goal but one that forgets the millions of Europeans already obese or severely overweight.

Although regular exercise and a healthy diet are good advice to prevent overweight and obesity, policymakers need to offer those who are already obese safe and effective programs such as TDRs and MRPs. There is extensive research on the effectiveness of TDRs and MRPs in tackling obesity.

TDRs and MRPs are an economical, viable and effective solution to fill the gap between weight loss advice which is often used for smaller weight loss (8-10kg), and bariatric surgery for larger weight losses (25-40kg).

To tackle obesity properly, public health professionals and policy makers need to develop a greater understanding of the relevance, role and application of these products, their effectiveness and their cost-effectiveness.

<sup>1</sup>(TDMR Europe, Guide to Total Diet and Meal Replacement Products)

<sup>2</sup>(WHO fact sheet N°311)



## **Professor Anthony Leeds**

### **Chairman of TDMR Europe**

Anthony Leeds holds honorary appointments at the Universities of Copenhagen, Denmark; University of Glasgow, Scotland and at the School of Health Sciences, International Medical University, Kuala Lumpur, Malaysia.

He is a UK registered medical practitioner who has specialised in bariatric medicine and is a chartered biologist registered at the Royal Society of Biology. His current research interests concern the use of low energy diets in weight management in clinical practice, in achieving diabetes remission, pain reduction in osteoarthritis, improvement in obstructive sleep apnoea and improved and maintained cardiovascular risk factors. He has worked on projects in Denmark since 1983 and, since 2013, has worked with colleagues at the Parker Institute, Frederiksberg hospital, Copenhagen, where he is an honorary senior research fellow (<http://parkerinst.dk/staff/anthony-leeds> ). He was Senior Lecturer at King's College London until September 2007 and was Medical Director of the Cambridge Weight Plan until March 2019.



## **Dr. Kelly Johnston**

### **Science Committee**

Dr Kelly Johnston is a Visiting Senior Lecturer in the Department of Nutrition and Dietetics at King's College London and is also the Head of Nutrition and Research at LighterLife UK Ltd.

With a background in Biochemistry (BSc) and Nutritional Physiology (PhD), her research over the years has focused on a range of areas including nutrient absorption and incretin secretion, intestinal transport protein expression, as well as more clinically invasive work looking at the impact of diet on a range of cardiometabolic outcomes measures in overweight and obese individuals. She is an experienced scientist who has worked in a range of different sectors including academic, independent consulting and commercial roles. Currently she has responsibilities for many areas including strategic stakeholder engagement with both national and EU competent authorities, overseeing the implementation of and adherence to complex EU legislation from an operational perspective. Additionally, she oversees commercial research efforts in nutrition- and obesity-related areas which involves working with a range of academic, corporate and NHS partners. Finally, she has supervisory responsibilities for several project students at both King's College London and the University of Surrey and actively publishes her work in the peer-reviewed literature.





**Mark Gilbert**  
**B.A.Sc (Nutrition), RNutr, CISSNt**

**Science Committee**

Mark Gilbert has been involved in nutrition and healthcare for over 25 years, is a registered nutritionist and has held multiple certifications in sports nutrition, exercise science and pharmaceuticals.

He is currently Nutritionist for The 1:1 Diet by Cambridge Weight Plan and Science Officer for TDMR Europe. Formerly, he was Vice Chair of the European Specialist Sports Nutrition Alliance, Director of Consumers for Health Choice, author, international speaker, on the Advisory Board and columnist for Muscle & Fitness, Flex and Muscle Insider magazines and co-founder of FitnessGenes, Ltd. As a consultant, he has advised dozens of multi-national companies on product formulation/IP, regulatory affairs, corporate investment and marketing, including most of the world's top sports nutrition companies, Tesco, Lion Capital and the Canadian Armed Forces. He has also worked with doctors, dietitians and specialist nurses in the NHS, advising and providing training on the use of enteral and parenteral nutrition and pharmaceuticals and worked with the police and the courts as an expert witness.