**Main study aim:** To assess the efficacy of the Simply Fuller Longer (SFL) range of high-protein calorie counted weight loss products, in overweight and obese men and women, on body weight, motivation to eat and selected bio-markers of health.

**Main study subject recruitment:** We completed 12 subjects in (7 female and 5 male) in the 8-week diet trial. Baseline measurements of these subjects were, on average ± SD (range), body weight 89.4 ± 15.1 (66.9 - 32.3) kg, BMI 30.5 ± 3.3 (25.9 - 34.6) kg/m², body fat 36.8 ± 8.3 (24.9 - 49.8) %, age 45.3 ± 9.1 (20 - 54) years.

**Main study protocol:** The study was a 8 week diet trial in free-living subjects, subjects attended the Human Nutrition Unit at the Rowett Institute on a twice-weekly basis, to collect food and for record of body weight. The study was conducted in males and females who were overweight or obese with no existing medical conditions or medication that could influence appetite or mood. Subjects acted as their own control, with a period of habitual food intake recorded pre-weight loss and then follow the SFL M&S diet for 4 weeks, with a SFL protein-enriched (high-protein, HP) test meal and normal protein (NP) lunch during the weight loss period, to assess hunger and appetite (motivation to eat).

**Governance:** The study was reviewed by a NHS Ethics Committee, the North of Scotland Research Ethics Committee. Written, informed consent was obtained from all subjects. Subjects received only reimbursement of travel expenses, which was £50. Statistical analysis of data conducted by Biomathematics and Statistics Scotland.

**Main study Results:** After the 8 weeks, subjects, on average ± SD (range), weighed 82.9 ± 14.2 (61.8 - 105.9), BMI 28.3 ± 3 (24.1 - 32.3) kg/m², body fat 34.0 ± 9.3 (24.9 – 49.8)%. This is mean total loss of 7.3% weight loss or 6.50 kg over the eight-week period (see Figure 1).

**Figure 1: Average weekly weight loss, Group 5**