

Surprise, surprise, ladies... feel good, look good...

Research seems to have confirmed that regular workouts make women feel stronger, healthier, confident, energised and accomplished.

A new survey of 443 women ages 25-49 finds that those who work out regularly do not just do it to be healthy; they do it to feel like a more confident, energised and accomplished woman. In fact, nearly all active women - more than nine out of 10 - say working out regularly makes them feel healthier (100%), stronger (98%) and more energised (94%). These same women report that regular workouts make them feel more confident and accomplished (86%).

The findings are based on a survey sponsored by Propel Enhanced Water and conducted by Opinion Research Corporation (ORC) in August 2010. Propel knows that active women are constantly looking for the newest and simplest ways to balance their busy lifestyles with the priority they place on staying fit. In fact, the survey finds that three out of four say they are always searching for new and easy ways to stay well and feel good.

"Today's woman is busy and juggles multiple priorities. When I learned that so many women are searching for easy ways to stay well and feel good, and that more than 60% of active women said that water alone doesn't cut it when it comes to staying hydrated, I was happy to know that Propel can offer a solution," said Esperanza Teasdale, Director of Marketing Propel, PepsiCo. "We know that staying hydrated is a key to feeling well. With its multiple benefits, Propel can also help you stay replenished, energised and protected throughout the day."

Say 'Yes' to romance

According to the findings, more than half of active women who work out regularly are more likely to say "yes" to romance, a date or an evening out with friends:

- 51% feel more inclined toward romance
- 37% say they are more likely to want to go out on the town with friends
- 36% report they are more inclined to go out on a date

Women who are not currently active admit that working out at least three days a week would not just make them healthier, but also make them feel sexier and more confident. Nearly all (98%) of non-active women say working out regularly would make them feel healthier, more energised (96%), stronger (92%), more confident (78%) and more accomplished (72%). Additionally, 82% say they would feel more attractive and sexier (68%).

These findings support Propel's latest campaign - Satisfy Your Body with Propel - which represents real women who are energised and empowered by physical activity and understand the need to replenish, energise and protect in all aspects of their lives. With a complete benefits bundle that includes Vitamins C, E, B Vitamins and antioxidants, Propel goes beyond hydration to replenish, energise and protect in every sip.

Multiple benefits emphasised

In coordination with the new campaign, Propel has a refreshed look with a new bottle and label design that emphasises its multiple benefits. This change comes after an update in 2009 to the 500ml Propel packaging, which used 33% less plastic and 30% less label than the previous 500ml bottle.

Also new is Propel Peach, back by popular demand, to complement the Propel ready-to-drink flavour line-up, which includes lemon, berry, grape, kiwi-strawberry, blueberry pomegranate, and black cherry. Propel's available powdered flavours include berry, kiwi-strawberry, grape, lemon, raspberry lemonade, lemonade (with calcium), citrus punch (with calcium) and cherry lime (with calcium) that can be mixed with 16.9 or 20 oz of water.

Source: PepsiCo

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