

# Slimtone celebrates 15 years of online slimming success

After 31 years of successfully running her own weight loss business – Slimtone – Blaengarw entrepreneur and slimming guru Marie Griffiths says she's still as committed as ever to helping people lose weight.

Marie started Slimtone back in 1982 when she ran her first slimming classes. Spotting a gap in the market, Marie took the business online in 1998 in the early days of the internet and Slimtone became the UK's first online slimming club.

Attracting interest from all around the globe, Slimtone was an instant internet hit and Marie says she's not looked back since.

"I wanted to share my own experiences and to help as many people as I could to achieve their weight loss goals. I realised that by having a website I could reach even more people, and the response has been amazing," said Marie.

Slimtone.co.uk provides access to sample menus, weekly menus, a BMI

checker, info about classes, e-newsletters, an online forum, and an online shop where people can buy slimming and lifestyle plans, and cook books.

Slimtone also has its own facebook and twitter pages where members can interact and share ideas.

In April Marie brought in expert help in the form of the Welsh Government's business advisory arm, Business Wales, to further develop Slimtone's online presence. The support, said Marie, has been invaluable.

"Neil Blockley, my Business Wales adviser, has been incredibly helpful and professional. He made everything so simple to understand.

"He helped me to identify areas of the website which needed redeveloping and has also helped me put together a social media strategy.

"By September 2013 we will now have monthly success stories, revamped online slimming plans, and new packages to

target members in other countries. I couldn't have done it without Neil's help," said Marie.

Today Slimtone still runs regular slimming classes within Bridgend and Rhondda Cynon Taff and has a membership of 200. Marie explained: "The classes are very popular with men and women of all ages. People really enjoy the social aspect and gain confidence and inspiration from meeting other people in the same boat.

"The secret of our success and the reason why people keep coming back to Slimtone is because we provide exactly what people want and that is inexpensive, easy-to-prepare meals suitable for all the family, all ages and lifestyles, which help people lose weight and keep the weight off for good," said Marie.

Slimtone can be contacted at [www.slimtone.co.uk](http://www.slimtone.co.uk) or 01656 870 339  
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The Slimtone way: Online slimming pioneer Marie Griffiths with Neil Blockley, Business Wales