

Weight-loss on the web

Chris Cousens

chris.cousens@walesonline.co.uk

AN ONLINE slimming pioneer from the Garw Valley is celebrating 15 years of internet weight-loss success.

Back in 1998, Marie Griffiths, of School Terrace, Blaengarw, took her Slimtone weight-loss business online.

It was the early days of website development and the BBC had only launched their website six months earlier, but Slimtone became the first slimming business in the world to go live online.

Since then Marie, who opened the first real-life Slimtone slimming class in Pontycymmer in 1982, has helped thousands of slimmers from across the globe.

"I just wanted to help people help themselves to lose weight and, more importantly, to keep the weight off," she said.

"I could see that by having a website I was going to be able to reach even more people.

"I've helped thousands of people to eat more healthily and lose weight."

The website aims to replicate what happens in a slimming class online, with information, recipes and ad-



■ Online slimming pioneer Marie Griffiths, from Blaengarw

vice.

"It is supported by a Slimtone online forum and blog, as well as a Facebook and Twitter presence.

Neil Blockley, from Welsh Government business support arm Business Wales, is now advising Marie on growing Slimtone's presence.

"It is so refreshing to see a local business getting to grips with technology and new media," he said.

"Marie is very innovative and Slimtone shows how a small business can compete against the big boys.

"This really is a 21st-century business."