

PRESS RELEASE

Study: Vegans have the best sex

Berlin, August 24th 2015. The connection between nutrition and lifestyle is being investigated in a recent study by the nutrition portal nu3.de. Result: Following a health-conscious diet is hip and worthwhile – not only for health reasons.

Nutrition is the new Fashion: This is the conclusion that has come out of the recent nu3 Nutrition Types Study. Every third (35%) sees their nutrition as a part of their “lifestyle” and a means to express their own personality.

The most important forms of diet are Vegan (animal-free), Low-Carb (reduced carbohydrates), Gluten-free (abdicating of certain grains) and Paleo (“Stone Age diet”). This study was carried out by the nutrition portal nu3.de and they surveyed over 1.000 consumers with special forms of diet on the subject of behaviour and lifestyle.

Vegans and Paleo-followers especially appear to express their personal lifestyle through their nutrition. For almost half of the people surveyed (45%) this expression is even more important than the health or taste-related aspects of the diet.

What is the biggest obstacle in a health-conscious diet? For every fourth Vegan (34%) it is the knowledge about the ingredient composition of foods. For most of the Gluten-free living people (24%) it is the particularly high prices of the special foods.

The nutrition types also differ when it comes to their love-life. Vegans have the best sex: Three quarters (72%) are very pleased or pleased with their sex life. However, for Vegans, nutrition and diet matters might also become a reason to end a relationship: For every third (33%) it would be a brake up reason, if their partner ate meat. Low-Carb types on the other hand most often live in a relationship (76%) and are only rarely Single (24%), and the majority are pleased when it comes to their sex life (57%).

The conclusion of the scientists: To be conscious about your diet feels good. 80 percent of all people, who permanently follow a certain form of diet, overall feel better than ever before.

Interviewees experienced the biggest improvements from the Paleo diet (83%) and Veganism (82%).

Michael Divé, Head of Communications at nu3: “Nutrition became central to lifestyle, which is pursued by consumers as their personal project. The acknowledgement in society is enormous: 42 percent of the conscious dieters receive societal appreciation for their knowledge and consistency in nutrition matters. The study shows further, that consumers, that are conscious about their diet, overall feel better about themselves than others.”

The study and other press information you can receive here:

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About nu3 – YOUR NUTRITION EXPERTS

nu3 is Europe’s leading vendor for an intelligent diet. Within the online shop customers find the right product in line with their goal and philosophy in the areas of slimming, nature foods, sports, health and beauty. The nu3 team of experts consisting of ecotrophologists, sport scientists and physicians is constantly searching for innovative products for the growing line of products with currently around 6.500 items. Berlin-based company nu3 GmbH was founded in 2011. nu3 has around 230 employees and is active in 24 countries. <https://www.nu3.com>