

Shopaholics

Reality



Shopping Addicts are Coached to Put Their Finances Back on Track

Synopsis

Two savvy coaches get to grips with people whose spending has spiralled out of control. During the financial crisis, people have been spending more on luxuries and less on necessities. In each episode, we meet a shopaholic who lives beyond their means and spends remarkable sums of money on clothes, shoes, beauty products and restaurants, and is in debt as a result of their spending.

Will the coaches be able to convince these women to make a change, or will the advice fall on deaf ears?



Key Selling Points

- **Ten episodes** aired on channel Liv, **Finland** in a prime-time slot.
- A **cost-effective**, simple yet powerful show.
- **Universal, relatable** and **topical** theme.
- **Flexible** to schedule – perfect for **access** or **prime-time!**
- Useful, **informative** and **educational** for all ages which can be taken away by viewers.

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