



Beneomega.Com Announces Campaign To Combat Holiday Weight Gain

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BeneOmega announced today a program to encourage Americans to take action to combat the serious problem of holiday weight gain in response to National Institutes of Health warning.

PR9.NET November 30, 2007 - CHICAGO - According to Dr. Jack Yanovski, M.D., Ph.D. of the NIH, "Although an average holiday weight gain may seem unimportant, that weight was not lost during the remainder of the year." And therein lay the problem: Americans gain a pound or two during the holidays, and those pounds never come off. Over the years, those pounds add up to serious health problems. "These findings suggest that developing ways to avoid holiday weight gain may be extremely important for preventing obesity and the diseases associated with it," concluded NIH Director Duane Alexander, M.D.

In response to the report, BeneOmega announced today a program to encourage Americans to take action to combat the serious problem of holiday weight gain. By signing up for the IntelliTrim Holiday Weight Gain Challenge, consumers will receive special discounts, health information and complimentary wellness coaching.

"We're excited to see the National Institutes of Health focusing on this important issue: the connection between holiday weight gain and obesity-related health problems such as diabetes and cardiovascular disease," stated Mark Nottoli, co-Founder of NourishLife. "The unique ingredient in our IntelliTrim product was recently proven to prevent holiday weight gain by University of Wisconsin researchers, and so the NIH report has given us a great opportunity to spread the word about our solution to this serious problem."

"The holidays are supposed to be enjoyable. We want people to take care of their health, and enjoy themselves in the process," said Jason Way, VP – Customer Experience of NourishLife. "That is why we launched the IntelliTrim Challenge. It is possible to practice prevention without having to give up the good things in life." More information about preventing holiday weight gain and the IntelliTrim Holiday Weight Gain Challenge can be found at the company's website: (<http://www.beneomega.com/shop/intellitrim/holiday.aspx>)

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