

Health Awareness

Could This Tiny Lozenge Help America Stop Eating So Much?

(NAPSA)—At any given point, roughly 50 percent of American adults are trying to lose or maintain their weight. That's up from 24 percent in 2000. But instead of a leaner, healthier society, Americans are the heaviest they have ever been. More than two in three adults are overweight or obese, even though Americans spend \$65 billion per year on dieting products and programs. Scientists know something is not working.

Each year, a variety of services and diets are introduced to try to combat this epidemic. Most, like appetite suppressants, focus on the stomach. Now, a new innovative tool focused instead on the mind and mouth has been introduced to great interest and positive review. The product, MealEnders, is on a mission to help people combat overeating, master portion control and curb snacking in a way that is simple and sustainable. These 15-calorie signaling lozenges clear cravings from the mouth and mind using a combination of behavioral psychology and sensory science, and are designed to help support healthier eating habits—such as putting the fork down when you've had enough—for long-term, sustainable weight management.

MealEnders consist of two components, a sweet, outer reward layer and an active-taste inner core. The outer layer provides a measured dose of “dessert” associated with the end of a meal or a snack, while the inner core engages the trigeminal nerve with long-lasting cooling/tingling sensations to clear the palate and cue the cessation of eating. Sucking on a lozenge when you know you've consumed enough—but can't stop—or in lieu of an unnecessary snack keeps your mouth and mind occupied, giving your body's nat-



There's an innovative new approach to weight management and calorie reduction that curbs overeating by clearing cravings from the mouth and mind.

ural satiety process time to catch up.

“The deliberate and conscious experience of taking a MealEnders establishes an important chronological marker for ending meals and avoiding snacks while empowering a user's sense of self-control,” says Tami Lyon, MPH, RD. “The use of the lozenges, over time, promotes a positive association between the palate-clearing taste and an eating pause, creating an opportunity to implement healthy, sustainable weight loss behaviors.”

The lozenges are not a “quick fix” product stuffed with herbs, stimulants or other “diet” drugs; rather, they are a safe, stimulant- and drug-free tool that can catalyze behavioral change by retraining the mind to “eat with the eyes.” And they taste great! Regulated by the FDA as a food product, each has only 15 calories and 2g sugar, is low-fat, gluten-free, kosher, and contains no high-fructose corn syrup or MSG. To learn more, visit www.mealenders.com.

Note to Editors: According to the *Chicago Sun-Times*, the most popular month for dieting is March.