

Health News And Notes

Dieting For Dollars

(NAPSA)—A recent study in the journal *Social Science & Medicine* shows money is an effective motivator to “increase both the magnitude and duration of weight loss.” Another study published by *The Journal of the American Medical Association* called the double-incentivization model highly effective; that is, you’re more likely to succeed if you stand to lose something if you fail and to win something significant if you succeed.

With that in mind, many individuals, social groups, businesses, schools, municipalities, hospitals and others have turned to the world’s leading purveyor of cash reward-driven corporate and team-based weight loss challenges.



Thanks to “weight loss wagering” with HealthyWage, many people find looking slimmer can mean a fatter wallet.

How It Works

The company, HealthyWage—known for pioneering innovative, outside-the-box, contest-driven weight loss programs—provides cash incentives along with social and expert-based support, tools and resources, and goal-setting and tracking technologies to foster participant success.

Participants make a wager up front, ranging from \$20 to \$500 a month, and commit to a specific amount of weight loss in a specific time. Those who achieve their goals get a cash prize—often triple their investment.

More than 200,000 participants have collectively lost over 10 million pounds and earned over \$5 million in cash prizes for their pound-shedding success.

Learn More

For further information, go to www.healthywage.com.