

New Online Program Focuses On Long-Term Weight Loss Success

(NAPSA)—If you need to lose just a few pounds or lots of pounds, there is no need to fork out a lot of money to receive truly effective tools for your weight loss effort. A new online weight loss support Web site, www.CaloriesCount.com, has just the tools many weight-conscious consumers have been seeking.

“CaloriesCount.com: Healthy Eating and Exercise for Life” is dedicated to educating and assisting people to achieve a healthy weight, primarily through a balanced diet incorporating their favorite foods and appropriate physical activity. The site promises no gimmicks, no quick-fixes, no miracle obesity cures. Instead, it’s focused on tried and true sensible methods of weight control that help people lose weight and keep it off, helping people learn how to adopt a healthier lifestyle.

According to Beth Hubrich, M.S., R.D., CaloriesCount Health and Nutrition Director, what distinguishes CaloriesCount from other weight loss Web sites is that it is “anti-diet.” “Diets are doomed to failure because they don’t teach people how to adopt sensible eating habits for life and don’t motivate them to maintain healthier, active lifestyles,” she explains. “Our approach is consistent with the recommendations of respected health and medical organizations for safe, effective weight management, and at a price set only to cover our costs.”

With registered dietitians and obesity experts working behind the scenes, members can participate for less than the cost of similar sites. For just 16 cents a day (a six-month membership costs \$25; a year, \$45), members receive:



- Healthy Meal Plans and Recipes
- Exercise and Food Nutrition Content Calculators
- Other Tools to Help Members Stay on Track
- Timely Information on Fitness, Cutting Calories and Overall Health
- Expert Advice and Chats
- Tips of the Day and Weekly E-mail Reminders
- Motivation and Ongoing Support
- Access Seven Days a Week, 24 Hours a Day

The site’s “Enhanced Calorie Calculator” has been ranked as one of the best on the Internet.

With obesity now considered to be at epidemic proportions, there may be no time like the present to boot up the computer and start learning how to control calories and reduce weight that you may have battled before, to no avail. The CaloriesCount.com motto says, “Diet is a four-letter word. Never say #@!% again!”