

INGENIOUS IDEAS DEPT.

Scent-sational Weight Loss

(NAPSA)—More people are getting a whiff of the secret to weight-loss success. It's your nose.

Not only can scents make you appear more attractive, help you sleep better and stimulate your brain, but your sense of smell and taste can be activated to trigger your brain's and body's "feel full" response.

Dr. Alan Hirsch, a Chicago-based neurologist, has spent the last 25 years studying the effects of scent on behavior, particularly the link between smell, taste and weight loss. He recently conducted a study in which nearly 1,500 people lost an average of 30.5 pounds by sprinkling scented tastants on the food they ate.

The scented tastants—available as part of the Sensa Weight-Loss System—heighten the perception of taste, which tricks the brain into believing you've eaten more than you have so you feel fuller faster.



Sprinkling tastants on your food can add to feelings of satisfaction and can help you lose weight.

One shaker contains two kinds of tastants: salty and sweet, which you choose depending on what you are eating. Sprinkling the tastants on food means you eat less so you lose weight. Many people keep one at home and take one with them.

More information can be found at www.TrySensa.com.