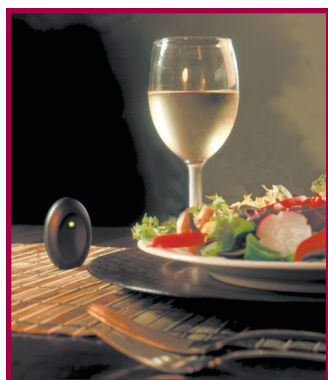


Today's News: Tiny Eating Coach, The POWERSEED®, Drives New Non-Diet Weight Control System



WALPOLE, N.H. — Move over Oprah! Now anyone can hire an around-the-clock personal trainer for weight management. Powerseed Systems has just unveiled a tiny mindful-eating coach to help people find their unique pathway to long-term weight control.

The new lifestyle-change system enhances any health-based eating or fitness program according to company president, Bill Curry. It includes the patented Powerseed mindfulness trainer and companion guidebook. More information is online at www.powerseed.com.

“The major body weight dilemmas lie between our ears, not on our plates,” says Curry, the system’s author/inventor. “We teach people how to transform their thinking and create healthy lifestyle changes.” The key, according to Curry, is to consistently focus on positive intentions that produce a healthy, happy and balanced life. Doing this mindfully can actually rewire the brain. The weight then takes care of itself.

“This is not a restrictive diet program,” Curry explains. “Our clients savor their food. They eat until satisfied. But — they avoid hundreds of excess calories by closely monitoring their body signals of hunger and fullness. They also learn how to intervene and disrupt impulsive cravings or negative thoughts.”

The Powerseed coach makes eating a conscious experience. During a meal the table-based trainer flashes a soft green light every 30 seconds. At each signal, a bite is taken and enjoyed slowly and mindfully. This imparts a sense of control over the eating process and enhances the filling effect of the food. It also moderates rapid eating.

Every five minutes the coach flashes a different signal. This is a reminder to take the SAT (satiety assessment test). Here, users check in with their bodies. Has hunger faded? Are there any signs of food satisfaction?

Powerseed clients learn to stop eating at the first twinge of fullness. A short while later they feel completely satisfied. Best of all, they avoid consuming the mindless calories they used to eat.

Curry cites a recent study of elder Okinawans, the world’s healthiest and longest-lived people, to support the SAT approach. They attribute much of their wellness to an eating practice called *hara hachi bu* that means simply to eat until you are 80% full and then STOP.

The new lifestyle-change program includes the 112-page *Guide to Your Powerseed System*, the Powerseed in a plush velour pouch, an intentions checklist and a quick-start mini-guide all packaged in a handmade gift box. A free brochure is available by request (1-866-769-3773).

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Editor’s note: Interviews, photos, product demo materials available.

Contact Bill Curry, President/CEO: bill@powerseed.com or 866-756-9311.