

Business Briefs

Westchester-based dietitians create natural appetite control drink mix



HungerShield is a new and unique appetite control drink mix created by four Westchester-based registered dietitians, Elizabeth DeRobertis MS, RD, CDN, CDE, Heather Zeitz RD, CDN, Elizabeth Pecoraro MS, RD, CDN and Dafna Chazin MS, RD, CDN. After seeing many patients experience difficulty adhering to prescribed weight loss regimens, Elizabeth DeRobertis decided to create a natural product that will curb appetite and reduce caloric intake, thereby increasing weight loss success. In May 2011, she partnered with three other dietitians. Together, they established Hunger Shield LLC and began working to turn the idea of HungerShield into a promising new business.

HungerShield is comprised of a unique blend of fiber, protein and probiotics, and it contains no artificial colors, flavors or sweeteners. It is packaged in portable stick packs that can easily be mixed with water (12-16oz) to create a refreshing, lemon-lime flavored drink that can be consumed on-the-go at any time of day. HungerShield is designed for use right before meals or in place of snacks to curb hunger. With only 40 calories, HungerShield delivers 5 grams of high quality protein and 4 grams of fiber. It is a versatile tool that can be combined with any weight loss plan.

HungerShield was tested in a large medical facility with positive results, and since its launch in May, has sold out of stores as fast as it came in. HungerShield is currently available in select pharmacies, fitness centers and medical practices in New York and New Jersey, with new locations being added daily. For more information about the product, a list of locations where HungerShield is sold or to purchase the product online, visit hunger-shield.com.