



Dafna Chazin, Elizabeth DeRobertis, Heather Zeitz, and Elizabeth Pecoraro

Elizabeth DeRobertis

Title:
Registered dietitian and
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Company/organization name:
Scarsdale Medical Group
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Years in business:

13

Tell us about your business (what product or service you provide and who your target audience is):

Through my work with hundreds of patients each year, struggling with managing their weight, I developed a vision to create a tool that would help patients better adhere to their weight loss goals.

Tell us what being a business owner/manager means to you and why you became an entrepreneur in the first place:

I would frequently hear that hunger would cause patients, friends and family to go off track, leaving them to rely on willpower to make a good choice. One of my key principles is to never rely on willpower, but instead, create a simple, effective way to plan ahead. From this concept, the idea of HungerShield was born.

However, being a working mom of two young children, I knew I could not create this product on my own. I identified three highly trained and experienced dietitians to partner on this project: Heather Zeitz, RD, CDN, Dafna Chazin, MS, RD, CDN, and Elizabeth Pecoraro, MS, RD, CDN. My powerhouse of nutrition experts worked for two years, along with a team of food scientists, to create a product that is a natural, portable, effective and delicious way to help curb appetite. After over 30 different versions and two manufacturer changes, we finally struck gold. We found the perfect combination of fiber, protein and probiotics that dissolves easily in 12-16 oz of water, can help stave off hunger between meals, and can help people eat less at their next meal as a result.

We, as HungerShield dietitians, have all taken on different roles in the company and turned the initial idea into a promising business. Elizabeth Pecoraro uses her first degree in finance to take care of the financial side of the business. Heather Zeitz, a VP at a national health management company uses her online expertise to create and manage web content and social media programs. Dafna Chazin uses her culinary expertise to focus on incorporating HungerShield into great tasting drinks and recipes, as well as coordinating all of the operations from storage to fulfillment. I work with the manufacture and design teams to make sure the product meets all of the team's high expectations. And, the four of us work together to spread the word on nutrition, health, and the keys to weight management and appetite control.

Do you have any new projects coming up (or have you just completed a big project/ reached a milestone, etc.):

HungerShield will be available in May in select local medical groups, pharmacies, fitness facilities, and through hungershield.com.