

FOR IMMEDIATE RELEASE

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Research on Toddler Weight and Nutrition Indicates Need for Alternative Nutritional Drink

LOS ANGELES, February 22, 2005 – New clinical research on young children’s weight and nutrition upholds the increasing need for SimplyH’s™ balanced nutritional drink mix, Toddler Health™. Recent studies indicate that the percentage of overweight preschoolers is on the rise and that the sudden increase is partially connected to young children’s overconsumption of sugary drinks. These findings support the emergence of a new children’s market category that offers drinks containing increased nutritional benefits and lower sugar levels than regular juice, soda and boxed fruit drinks.

SimplyH, a global health organization, responds to the demand for a nutritious alternative to high-sugar drinks and juices with its development of Toddler Health, an all-natural, powdered drink mix. Toddler Health provides children ages 13 months to 5 years with vitamins, minerals (including potassium), protein, antioxidants, prebiotics, fiber, phytonutrients and DHA. It is available in non-GMO oat and rice bases, and in chocolate or vanilla flavors.

Toddler Health contains low levels of natural sweeteners and includes no fat, sodium, cholesterol, preservatives, milk, soy or artificial colors/flavors. This nutritional and low-sugar product is welcome in the recent wake of dismal studies and reports:

- Over 10 percent of U.S. children ages 2 to 5 are overweight (Heart Disease and Stroke Statistics – 2005 Update, American Heart Association).
- There is a link between overweight preschoolers and their consumption of “sweet drinks” such as fruit drinks, juice and soda (Welsh, J.A., et al. *Pediatrics* 2005;115:223-229).
- Very few young children are consuming the recommended amounts of fiber (Kranz, S., et al. *J Am Diet Assoc.* 2005;105:221-225).
- Added-sugar beverages and to a lesser extent, 100 percent juice, decrease diet quality of young children (Marshall, T.A., et al. *J Am Coll Nutr.* 2005;24:65-75).
- On average, American preschoolers get about 14 to 17 teaspoons of added sugar a day, mostly from fruit-flavored drinks, high-fat desserts and cola-type soft drinks (Kranz, S., et al. *Pediatrics* 2005;146:105-111).
- Many children do not obtain adequate amounts of calcium, potassium, fiber, magnesium and vitamins A, C and E (2005 Dietary Guidelines for Americans, The U.S. Department of Health and Human Services and the U.S. Department of Agriculture).

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“These new studies bring the issue of improper toddler nutrition to the forefront,” Dr. Richard Visser, SimplyH founder and CEO, states. “In this age of information, it is important that parents of young children are armed with all the facts and know what viable alternatives are available.”

As a result of his own ongoing clinical research on childhood obesity, Dr. Visser holds a deep understanding of the nutritional challenges facing today’s toddlers. “Young children have been filling up on sugary drinks with low nutritional value. They need to intake adequate amounts of nutrients in a drink form that does not include high amounts of sugar,” asserts Dr. Visser.

SimplyH, www.toddlerhealth.net, is a global health organization that focuses on products and services for the mind, body and spirit. Based in Los Angeles, Calif., SimplyH is a division of Visser Holding Group, established in 1967. The company stands firmly on a foundation of quality by striving to offer products that contain all-natural and organically-grown ingredients.

For more information on the launch of Toddler Health, or to schedule an interview with Dr. Visser, please contact Amanda Holty at Integrated Marketing Group, 801.538.0777, ext. 106, or amandah@imgbranding.com.

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*Above statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.