

FOR IMMEDIATE RELEASE

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SimplyH™ to Launch Balanced Nutritional Drink for Toddlers at Expo West

Toddler Health™ Drink Mix Is Forerunner in Tackling Children's Nutrition Challenges

LOS ANGELES, February 9, 2005 – SimplyH™, a global health organization, will launch Toddler Health™, a first of its kind balanced nutritional drink mix for toddlers, at the Natural Products Expo West tradeshow and conference, March 17-20, 2005, at booth #1969 in the Anaheim, Calif. Convention Center.

The all-natural, powdered drink mix addresses the increasing need for proper toddler nutrition, and is available in oat and rice bases in chocolate and vanilla flavors.

Toddler Health is for children ages 13 months to 5 years, and contains vitamins, minerals (including potassium), protein, antioxidants, prebiotics, fiber, phytonutrients and DHA. Containing low levels of natural sweeteners, Toddler Health includes no fat, sodium, cholesterol, preservatives, milk, soy or artificial colors/flavors. One age-appropriate serving a day provides children with a significant percentage of the Recommended Dietary Allowances (RDA) of vitamins, minerals and proteins.

“Toddler Health offers a unique and easy way of increasing toddlers’ nutritional intake,” says Dr. Richard Visser, SimplyH founder and CEO. “This drink mix is ideal for children with milk and soy allergies and serves as a nutritious and natural alternative to boxed juice drinks.”

Dr. Visser’s ongoing clinical research on childhood obesity, led him to obtain a deep understanding of the nutrition challenges facing today’s toddlers. “Of the inadequate levels of vital nutrients that some toddlers intake, often those nutrients come by way of added-sugar drinks and foods,” Dr. Visser states. This discovery prompted Dr. Visser to work with the Academic Health Center at the University of Minnesota to develop an alternative nutritional resource for toddlers.

The American Heart Association reports that more than 10 percent of U.S. children ages 2 to 5 are overweight and indicates that kids’ weight problems begin during the preschool ages. Also, a recent study published by the American Academy of Pediatrics asserts that 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).

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In the new 2005 Dietary Guidelines for Americans, The Department of Health and Human Services (HHS) and the Department of Agriculture (USDA) report that many children do not obtain adequate amounts of calcium, potassium, fiber, magnesium and vitamins A, C and E. Toddler Health offers parents a convenient way to supplement their toddler's nutrient intake of important vitamins and minerals.

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 offering products that contain all-natural, organically grown and bioactive ingredients.

Natural Products Expo West, www.expowest.com, is the largest natural products tradeshow in North America, spanning 250,000 square feet of exhibit space and attracting buyers from around the globe. The 25th annual tradeshow and conference will host more than 1,500 exhibitors and welcome over 36,000 attendees.

Orders for the Toddler Health nutritional drink mix will be taken at Expo West booth #1969. For more information on 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.