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SimplyH Childhood Obesity Researcher to Speak on “Raising Healthy and Fit Kids” at Natural Products Expo West

LOS ANGELES, March 7, 2005 – Dr. Richard Visser, CEO and founder of SimplyH, a global health organization, will present “Raising Healthy and Fit Kids” at Natural Products Expo West tradeshow and conference, at the Anaheim Convention Center on Saturday, March 19 at 12 p.m. in room 201D. Visser’s current clinical childhood obesity research will provide the basis for his presentation as part of the Expo West education sessions scheduled March 17-20, 2005, in Anaheim, Calif.

Visser will discuss the current state of children’s health, as well as kids’ nutritional guidelines and goals. He will also examine the recent nutritional challenges facing today’s youth. With the USDA’s 2005 Dietary Guidelines for Americans reporting that many children do not obtain adequate amounts of calcium, potassium, fiber, magnesium and vitamins A, C and E, and another study linking overweight preschoolers to consumption of “sweet drinks” such as fruit drinks, juice and soda, Visser’s presentation on raising healthy and fit children is highly relevant (Welsh, J.A., et al. *Pediatrics* 2005;115:223-229).

“It is crucial that members of the natural products industry are armed with the facts about kids’ nutrition so that they can continue to develop and offer healthy products that evolve with the ever-changing landscape of children’s health,” states Visser.

Visser’s research on 10,000 children and the obesity pandemic has provided him with a deep understanding of children’s complete nutrition and has made him a forerunner in toddlers’ nutrition. He is the first to specifically address the inadequate nutritional intake of children ages 13 months to 5 years with his development of an alternative to high-sugar juices and milk- and soy-based drinks.

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. This year’s 25th annual tradeshow and conference will host more than 1,500 exhibitors and welcome over 36,000 attendees.

SimplyH, www.toddlerhealth.net, 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.

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Page 2 of 2 – SimplyH Childhood Obesity Researcher Speaking

For more information on Visser’s presentation, please contact Amanda Holty at Integrated Marketing Group, 801.538.0777, ext. 106, or amandah@imgbranding.com.

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