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## **Obesity Life-Expectancy Study Reinforces the Need for Healthier Toddler Eating Habits**

*SimplyH's Dr. Visser Stresses the Importance of Low-Sugar Nutrition for Kids*

LOS ANGELES, March 30, 2005 — A new study published in the March 2005 issue of the *New England Journal of Medicine* reports that rapid increases in childhood and adolescent obesity could shorten the future American lifespan by two to five years. The study reaffirms the obesity research being conducted by SimplyH (a global health organization) founder and CEO, Dr. Richard Visser, which finds that obesity prevention is imperative to raising healthy and fit kids, and that healthy, low-sugar eating patterns must be established in early childhood.

“Childhood obesity is becoming more and more prevalent worldwide. This is a pandemic that will define our children’s generation,” says Visser, “Obese children are at increased risk of health problems such as reduced lung and alveolar capacity, poor metabolism, reduced bone mass, type 2 diabetes, cancer and hypertension.”

The objective of the *New England Journal of Medicine* study, which was conducted by some of the nation’s top life expectancy experts, was to recalculate the U.S. Social Security Administration’s previously released life expectancy estimation of mid-80s by including obesity health risk factors in their research methodology. The researchers projected the average American’s life expectancy over the next 10 to 50 years to decrease by two to five years if the rate of obesity continues its steady growth. (1) These results provide support to Visser’s assertion that establishing healthy eating habits for toddlers and preschoolers is beneficial to raising healthy children and adolescents and will aid in curbing obesity rates.

Visser recently lectured on the obesity pandemic and its accompanying health risks at the Natural Products Expo West, the largest natural products tradeshow in North America. “This is the first generation of children that is expected to live shorter lives than their parents,” Visser said.

Visser’s work with University of Minnesota affiliates has led to the development of Toddler Health, a low-sugar, all-natural nutritious drink mix for toddlers and preschoolers aged 13 months to 5 years. SimplyH’s Toddler Health™ drink mix is the first of its kind nutritional source that aids in adding essential vitamins, minerals, protein, antioxidants, prebiotics, fiber, phytonutrients and DHA to a toddler’s diet in a drink mix medium.

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## Page 2 of 2 – Obesity Life Expectancy Study

SimplyH, [www.toddlerhealth.net](http://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.

For more information on Toddler Health, or to speak with Dr. Visser, please contact Amanda Holty at Integrated Marketing Group, 801.538.0777, ext. 106, or [amandah@imgbranding.com](mailto:amandah@imgbranding.com).

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### References

1. Olshansky, S.J., et al. (2005). A potential decline in life expectancy in the United States in the 21st century. *N Engl J Med* 352:1138-45.

\*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.