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New Soda and Obesity Research Signals Need for Low-Sugar Drink Alternatives for Young Children

LOS ANGELES, June 21, 2005 — The need for additional low-sugar nutrition sources for young children is validated by newly published articles on soda pop and childhood obesity risk factors. A new *Journal of Pediatrics* commentary asserts that sodas and sweetened drinks play a large part in the rise of child obesity, and a *British Medical Journal* study found that there are a number of obesity risk factors that can be developed as early as the age of three. These recent scientific findings further validate Dr. Richard Visser's development of a low-sugar drink mix that can replace high- and added-sugar sodas and juices in toddler and preschooler diets.

"Obesity prevention is imperative to raising healthy and fit kids. The risks of future health problems such as type 2 diabetes, hypertension, cancer, reduced lung capacity and bone mass and poor metabolism, increase with a child's unhealthy body weight," says Visser, SimplyH CEO and founder, "Healthy, low-sugar eating patterns must be established in early childhood to create a lifelong routine of nutritious eating."

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. The concept behind Toddler Health is the early integration of healthy eating habits into young children's diets by way of a low-sugar alternative to sugary sodas, boxed drinks and juices.

The recent studies give substantial weight to Dr. Visser's movement towards establishing healthy early childhood eating habits. The *Pediatrics* commentary outlines research articles that have shown a correlation between a child's soft drink consumption and risk of obesity. It notes that although current nutrition guidelines recommend that only 10 percent of a child's daily calories come from added sugars, they actually account for 18-20 percent. It is estimated that soft drinks and sweetened fruit drinks account for 43 percent of these total added sugars. (1)

The *British Medical Journal* study outlines early warning signs of childhood obesity and asserts that 3-year-olds are capable of developing habits that may increase their risks of becoming overweight or obese. These risk factors include: high birth weight; heavy parents; too

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much TV; too little sleep; rapid weight gain; early body weight; and quick growth in years one and two. The researchers suggest modifying young children's lifestyles and environments early in life to avoid these risk factors. (2)

SimplyH, www.toddlerhealth.net, is based in Los Angeles, Calif., and 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.

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References

1. Murray, R. et al. (2005). Soft drink consumption may increase the risk of childhood obesity. *Pediatrics* 146(5).
2. Reilly, J. et al. (2005). Early life risk factors for obesity in childhood: cohort study. *BMJ* doi:10.1136/bmj.38470.670903.E0 (published 20 May 2005).

*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.