

Press Release

For immediate use

17th October 2006

Daily Weighing Critical to Keep Those Lost Kilos Off!

“If you want to keep the lost pounds off, daily weighing is critical,” said Rena Wing, professor of psychiatry and human behaviour at Brown Medical School.

Researchers at Brown Medical School in the United States have monitored the progress of more than 300 Americans who had recently lost at least 10% of their body weight. After 18 months, 57% of the dieters had regained some weight.

This information contradicts conventional dieting advice where dieters are told not to weigh themselves daily.

Rena also stated that, “Paying attention to weight – and taking quick action if it creeps up – seems to be the secret to success.”

Tanita™ Health and Fitness monitors not only help you to track your weight daily, but also help you to constantly monitor your body fat and hydration levels.

Not only do Tanita's monitors look fantastic, but they also have an array of different monitoring attributes such as;

Health monitors feature:

- Body fat %
- Hydration levels
- Adult, child and athlete mode
- 4 preset buttons
- Healthy range indicator
- 2 x Lithium Batteries (included)



The Tanita UM030 is available at Jenny Craig Joondalup/Morley/Cannington at a special price of \$179.

For further information on the Tanita™ Health & Fitness Monitors and other Tanita™ products, please contact Daniel Fordyce on 1800 656 444.

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Notes to Editors: *Tanita Company Background*

- Tanita Monitors are universally recognised as being the most accurate monitors available on today's market. This reflects over 10 years of medical research into BIA and body composition at the renowned Tanita Health Research Centre in Japan.

For more information or product images please contact:

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References:

- "Scales aid fat control", The Weekend Australian, Oct 14-15, 2006. pg 3.