



June 10, 2010

True Essentials Challenges FHTM Staffers to Get Fit

Lexington, KY - Thanks to True Essentials' Weight Management products and some friendly competition, FHTM's Lexington, KY headquarters is becoming a healthier place. Twenty-seven FHTM employees are currently engaged in a four-month-long weight loss competition that has already led to more nutrition and fewer pounds.



The True Essentials Weight Loss Challenge began on April 20 and will run until Aug. 20. The FHTM employee with the highest percentage of weight loss at the competition's conclusion will receive a \$200 prize.

Participants paid a small fee to enter the challenge and were given the choice of two products from the True Essentials Weight Management line. After selecting from the list of six products – Crave Control with Hoodia, Protein Shakes, Fat & Carb Control, Boost & Burn, Energizer Tea and Fiber Powder – they also received a food journal and several educational materials.

Participants weigh in every Tuesday, and True Essentials Specialist Crystal Buchanan records other measurements such as body mass index and waist size every other Tuesday.



Whey Protein Shakes have been a popular choice in the True Essentials Weight Loss Challenge.

To increase motivation and accountability, the participating FHTM staff members signed up for free accounts with the [Weight Loss Wars](#) website where they can keep track of their progress online and measure it against other members of the True Essentials Weight Loss Challenge. Members can create personal profiles and share comments and advice. Buchanan said she has noticed more interaction among coworkers as they strive to reach their goals together.

Buchanan and fellow True Essentials Specialist Cristiane Kalat designed the program to promote not only True Essentials products but also a more healthful lifestyle within the office. They encourage participants to exercise regularly and add better nutrition to their diets. Buchanan and Kalat also send the participants regular newsletters containing advice about losing and managing weight.

“True Essentials is not just about supplements,” Kalat said. “It’s about lifestyle.”

The True Essentials team promotes this lifestyle further with a free monthly lunch for all participants. They provide healthful sandwiches with fruits and vegetables in place of chips or sugary drinks, and they are confident that participants are sticking with the more healthful options.

“I’m seeing less pizza and McDonald’s being eaten here than before,” Buchanan said.

So far the competition has yielded positive results, with many participants dropping at least a few pounds. One challenger, JT Marshall, has seen a tremendous amount of success, shedding 27 pounds before the competition reached its halfway point. Marshall said he’s been feeling much better since starting the competition. He credits his weight loss and added energy to taking True Essentials products, paying attention to food choices and adding more exercise to his daily routine.

“True Essentials is not just about supplements. It’s about lifestyle.”

- Cristiane Kalat, True Essentials Specialist

He has been replacing a meal each day with a True Essentials Protein Shake and taking Boost & Burn to give him energy to continue exercising even when his schedule becomes hectic.

“I can just tell it works,” said Marshall, who now walks at least a mile a day on top of coaching two youth baseball teams.

“Having a structured program has helped not only with participants attaining their goals but also with changing the ways they think about food and exercise,” Kalat said. “It’s also led to more interest in the supplements and increased product knowledge.”

Although some employees had already been using various True Essentials products, the Weight Loss Challenge has given many staffers an opportunity to experience the benefits of other products. True Essentials Director Grant Mills is pleased with the feedback they’ve been getting since the challenge began. He said the Protein Shakes are very popular, and many participants have attributed the Boost & Burn capsules with increasing their energy, allowing them to burn more calories.

True Essentials will announce the Weight Loss Challenge winner during Fortune Fest, which takes place September 2 – 4 in Lexington.

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