

Elizabeth Manley demonstrates New Digital Technology in Weightloss at Herbal Magic TD Centre Flagship store opening

TORONTO, ON., October 2, 2009: With the help of Olympic silver medalist Elizabeth Manley, Herbal Magic unveiled today an exclusive health and wellness monitoring system during the grand opening of its flagship weight loss and nutrition centre at the Toronto-Dominion Centre.

LifeScale, is a digital measurement and tracking system that records three core components of weight management - Weight, Body Mass Index (BMI) and Body Fat Percentage. By providing consistent, accurate readings Herbal Magic is able to provide clients with detailed progress reports so they can track their progress over time..

“Providing clients with an easy way to track their success and see tangible measurements and progress reports demystifies weight loss and drives accountability,” says Fraser Clarke, President of Herbal Magic. “Our science of weight loss approach gives our clients better, more sustainable results in less time.”

The LifeScale technology underwent rigorous testing protocols during a 3-month pilot in London, ON. More than 1,000 clients (both existing maintenance and new weight loss clients) participated in the pilot, with highly positive results – 6,800 pounds were lost collectively and 20,000 scans were taken.

The Lifescale system consists of a digital scale and electronic hand sensors. The sensors scan the body and provide data as to the state of a client’s health and fitness in 30 seconds. Clients can access their reports online and receive weekly updates via email. In addition, the Lifescale system allows clients to earn Herbal Magic loyalty points and rewards each time they step on the scale.

“Basically, the more you lose and maintain, the less you pay. It’s highly motivational for our clients,” Clarke added.

Herbal Magic’s approach to weight management is based on its Three Pillars of Success, including: Personal Coaching (one-on-one counseling); real food plans based on grocery store-bought food from all food groups, and natural dietary supplements to increase metabolism, control appetite and suppress cravings.

A Canadian success story, Herbal Magic assists Canadians with a sensible and holistic approach to good health, nutrition and weight loss. Now in its 13th year the company has more than 300 nutrition and weight-loss centres across the country.

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