



TO HEALTH, RETAILING AND BUSINESS EDITORS:

Strike It Healthy Targets Information for Americans 9 Years of Age and Older

New Nutrition, Cooking, and Fitness Health System is
Now Available to the Public

GALLOWAY, N.J., Oct 2 /PRNewswire/ -- In an era where fad diets and quick-fix weight loss efforts rule the day, Dr. Therese Pasqualoni, Ph.D., JT-MS, CHES, ACSM-HFI, ACSM-PT is now offering Americans something different - a safer and healthier way to make behavioral changes based on proven scientific information.

Dr. Pasqualoni, a health and fitness expert based in New Jersey, today launched the Strike It Healthy Weight and Health Management System - a nutrition, cooking, and fitness system that is designed to help individuals achieve long-term health benefits.

"So many of the diets du jour that have sprung up over the years have done little if anything to improve long-term health outcomes for the people who put their trust in them," Dr. Pasqualoni said. "The Strike It Healthy Weight and Health Management System is different. I have taken proven scientific health information and created a full-service weight and health management system that consists of a series of healthy programs with informational DVDs and educational guidebooks that focus on a few of the core lifestyle choices that affect a person's overall health."

There are two versions of the health system. The Adult version focuses on nutrition, cooking, and exercise programs. With a passion and extreme concern for the younger generations, Dr. Pasqualoni continued her research practices and created a Family Version that includes a nutritional program and DVD for Young Adults (ages 14 to 18) and Children (ages 9 to 13). Both versions are available online at www.strikeithealthy.com.

"We are never too old or too young to start making changes in our lifestyle choices and understanding how the choices we make today can impact our overall health throughout our lives," Dr. Pasqualoni said.

The inspiration for the Strike It Healthy Weight and Health Management System is derived from Dr. Pasqualoni's career as a health and fitness counselor in both the corporate world and in private practice.

While working at one of the largest casinos in Atlantic City, she implemented her comprehensive employee health program with on-site health education sessions, exercise classes and health screenings. This program was recognized as an innovative

component that assisted in yielding the lowest healthcare cost increases among the Atlantic City casino market.

Since that time, she has implemented healthcare management programs for corporate and healthcare entities, as well as in private counseling sessions.

"Over the past 12 years, I grew seriously concerned with the number of people who did not know or understand their health risks, such as cholesterol levels, blood pressure readings and body mass index," she said. "Our country's overweight and obesity rates are at an all-time high, yet Americans spent more than \$55 billion on weight loss programs and products in 2006. It is evidence that the programs on the market are not producing the long-term results people need in order to live healthier lives. It also shows that, as a nation, we need to do substantially more with preventive medicine. In other words we need to use valuable, reputable health information to benefit us and our families."

"The Strike It Healthy Weight and Health Management System will empower individuals to take responsibility for their own health. By doing so, they can create better health outcomes for themselves and their families while decreasing unnecessary and avoidable healthcare costs."

Available Topic Expert(s): For information on the listed expert(s), click appropriate link.

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<http://profnet.prnewswire.com/Subscriber/ExpertProfile.aspx?ei=67999>

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