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KRONOS OPTIMAL HEALTH COMPANY OFFERS WEIGHT MANAGEMENT ON THE WEB

Kronos Optimal Health Company, a leader in workplace wellness, is launching a new approach to weight management for consumers: live Web classes led by professional health educators.

"This convenient and effective program is ideal for busy professionals or people who want to participate from their home or office but still receive support in a group setting," says Kelly Byrd, vice president of Corporate and Community Wellness for Kronos Optimal Health Company.

Developed by physicians, nutritionists, psychologists and exercise physiologists, the Kronos Weight Management program focuses on facilitating healthy lifestyle behavior changes and consists of 12 weekly, 60-minute webcasts that are supported by live instruction with a health educator and interaction with other participants via telephone.

Participants also benefit from yearlong access to online resources including support from health experts, cardiovascular workout routines, course materials, healthy recipes and education curriculums.

"The Kronos team has the knowledge and experience to teach, motivate and provide helpful recommendations to surpassing challenges on the path to a healthier lifestyle," Byrd

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said. "At Kronos, we help people lead healthier lives by changing their choices."

According to Byrd, in addition to the convenience of the Web class, the curriculum taught by Kronos health educators is what makes the company's weight management program stand out from other programs.

"Every session covers a topic that has been thoroughly studied by the Kronos team, allowing them to provide clinically and scientifically-proven information," she said. "Each class covers a specific wellness and weight-related topic such as managing stress, triggers to overeating or obstacles to engaging in physical activity. Participants receive tools they need to achieve healthy lifestyle behavior changes and enjoy successful, sustainable weight loss and weight management."

The first class, which will begin Sept. 17 is now accepting participants. The cost is \$195 for the entire 12-week program. As an added incentive to reaching their goals, participants are given a \$50 "commitment bonus" upon completion of at least 10 of the 12 weeks.

To register or for the Kronos Weight Management program, please call 888-58-B-WELL (888-582-9355). For information about future classes, please visit www.kronoshealth.com.

About Kronos Optimal Health Company

Kronos Optimal Health Company provides optimal health products and services for consumers, employer groups and healthcare providers. Its mission is to help people live as healthy as possible throughout their lives. Kronos Optimal Health Company employs more than 80 professionals in the fields of science, medicine, technology, customer service, sales and marketing. Corporate offices are located in Phoenix. Kronos business units include Kronos Corporate and Community Wellness and Kronos Optimal Health Centre®.

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