

RADIO ROUNDUP

a collection of features, oddities,
and helpful tips



**NORTH AMERICAN
PRECIS SYNDICATE, INC.**

415 Madison Avenue, 12th Fl.
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196 WORDS, 60 SECONDS

NEWS OF NUTRITION

WHEN IT COMES TO LOSING WEIGHT, ONE SIZE DOES NOT FIT ALL. WHAT WORKS FOR YOUR FRIEND—OR EVEN YOUR SISTER—MAY NOT WORK FOR YOU. TO HELP SOLVE THAT MYSTERY, RESEARCHERS ARE FOCUSING ON IDENTIFYING AND UNDERSTANDING HOW GENES AND NUTRITION AFFECT YOUR WEIGHT. THIS NEW APPROACH TO WEIGHT LOSS IS BASED ON THE LATEST ADVANCES IN NUTRIGENOMICS. ONE COMPANY DESIGNS A PROGRAM THAT IS SPECIFICALLY FOR YOU. USING A D-N-A TEST KIT, WHICH INCLUDES A SIMPLE CHEEK SWAB, SCIENTISTS AT A CERTIFIED LAB TEST YOUR D-N-A TO IDENTIFY THE GENE VARIATIONS AFFECTING YOUR WEIGHT MANAGEMENT. THE COMPANY, GENO-VIVE (JEH-NUH-VEEV), USES THE RESULTS TO CREATE A MEAL PROGRAM DESIGNED FOR YOUR BODY'S METABOLISM, INCLUDING NATURAL MEALS FOR BREAKFAST, LUNCH, DINNER AND SNACKS, AND A CUSTOMIZED EXERCISE PROGRAM AND ONLINE SUPPORT COMMUNITY. ACCORDING TO THE COMPANY'S C-E-O, VICTOR CASTELLON (BEGIN *SOUND BITE*): **“THERE ARE MANY COMPANIES OUT THERE TODAY THAT OFFER YOU A WEIGHT-LOSS PROGRAM. BUT GENO-VIVE IS THE ONLY ONE THAT USES YOUR D-N-A TO SPECIFICALLY CUSTOMIZE A WEIGHT-LOSS SOLUTION JUST FOR YOU.”** (END *SOUND BITE*) TO LEARN MORE, VISIT GENOVIVE--DOT--COM.

NOTE TO BROADCASTERS: SOUND BITE AVAILABLE ON CD. FOR MORE INFORMATION, PLEASE CALL THE MEDIA RELATIONS DEPARTMENT AT 1-800-222-5551.