



## **Free & Clear® Launches Next Generation Healthy Living Program to Fight Soaring Rates of Obesity and Related Diseases**

**SEATTLE, Wash., September 19th, 2008** – Free & Clear, Inc., a nationally recognized leader in behavior change, today announced the introduction of the Mind & Body™ Program, an evidence-based, comprehensive healthy living program that takes an innovative approach to helping individuals improve their overall health and achieve and maintain a healthy weight for life.

“This is not just another quick fix diet and exercise program,” said Dr. Jennifer Lovejoy, Executive Director of Weight and Nutrition Services at Free & Clear, Inc. “Most of the established approaches are not working. People lose weight and then gain it back, often further reducing their lean body mass in the process. Instead of a temporary restrictive regime, we are offering a realistic solution that makes sense. The Mind & Body Program is dedicated to teaching participants both why and how to adjust their behaviors and become life-long experts in healthy living.”

The Mind & Body Program teaches individuals to master the “*8 Essential Practices for a Healthy Mind & Body*” using an innovative life-long learning model that involves knowledge transfer, behavioral relearning and cognitive skill development. When they join the program, participants will immediately be part of a private, online learning community in which they will complete e-learning modules, track their progress and interact with others in the program. Participants will receive support and assistance in progressing through the program via phone and online interactions with Mind & Body™ Guides who are highly trained in cognitive behavioral therapy techniques, nutrition and exercise physiology.

Given that overweight and obese employees now make up over two thirds of the workforce, costing employers up to \$2000 per person in excess medical and productivity costs, and traditional approaches to weight loss have been largely ineffective, initial response to the Mind & Body Program has been extremely positive. A number of large employers have already indicated interest in an early 2009 launch to their employees, excited to offer a comprehensive, evidence-based program that promises to teach participants life long skills for being healthy.

“Recognized as the leader in tobacco cessation, we have over 20 years of experience in evidence-based approaches to behavior change, including classroom-based weight management,” said Tim Kilgallon, CEO of Free & Clear, Inc. “Our clients have asked us to provide the same quality standards we offer through our Quit For Life® Program to address the escalating rates of obesity and diabetes in their populations. The Mind & Body™ Program is our response.”



To learn more about the Mind & Body Program please visit [www.freeclear.com](http://www.freeclear.com).

**About Free & Clear, Inc.**

Free & Clear, Inc., the healthy behaviors company, specializes in helping employers measurably improve the overall health and productivity of their workforces. Free & Clear's evidence-based programs address modifiable health risks that contribute to chronic disease: tobacco use, poor nutrition, physical inactivity and stress. More than 50 million people have access to the Free & Clear Quit For Life® Program, the nation's leading tobacco cessation program, which has had its proof of effectiveness published in multiple peer-reviewed, scientific journals over the course of more than 20 years. The Quit For Life Program is currently offered by more than 200 employer, health plan and government clients. Free & Clear is based in Seattle, Washington. More information about Free & Clear can be found at [www.freeclear.com](http://www.freeclear.com).

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