



For Immediate Release

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## Austinites Get the Workout Bug:

### Apex's bodybugg® declared the Missing Link to Weight Loss

Finally available to Austinites without a big-box gym membership, Apex's bodybugg® takes the guess work out of counting calories. Originally released only to 24 Hour Fitnesses in Austin a few years back, Apex has opened distribution of its revolutionary product to other outlets. Total Health by Elizabeth is one of the first licensed dealers and trained coaches that use the bodybugg®, and the results are truly amazing.

Elizabeth Sherman, health educator with Total Health by Elizabeth, uses the bodybugg® as a tool to manage her own weight and has lost over ten lbs. in the last two months. "People think that being lean is easy for 'other people'. The truth is that I've been struggling with managing my weight for years."

"This isn't just a weight-loss program. It's about being healthy," she said. "It's as simple as calories in, calories out. It's relatively easy to measure how many calories you take in. It's difficult to measure how many you burn."

This is where the bodybugg® comes in. This is not like a calorie counter on a pedometer or on traditional fitness equipment. The monitor is worn on the upper arm and through sensors is able to collect data on the wearer's physical state, such as the way the body releases heat, core body temperature, skin temperature and movement. In clinical trials, the bodybugg® has been proven to be 92% accurate.

The popularity of the bodybugg® isn't limited to those who are losing to lose a few pounds. Athletes in need of retaining weight, who struggle keeping an effective amount of weight on have turned to the bodybugg®. One of Total Health's friends in the world of cycling, Bob Cowley is turning the device to maintain his weight which is difficult to do in his very active lifestyle.

Popularity for Total Health's program is picking up momentum. Sherman has had to fill orders faster than expected to keep up with buzz. Her coaching program which full-ownership of a bodybugg® includes individual coaching, product support, a personalize program. The device itself retails for \$299.95, but Total Healthy by Elizabeth offers variety of packages starting at \$249. For more information, visit [www.elizabethsherman.com/bodybugg.asp](http://www.elizabethsherman.com/bodybugg.asp).

*Headquartered in Austin, Texas, Total Health by Elizabeth provides health education to individuals and groups for the purpose of disease prevention, suchas diabetes, obesity and cardiac related diseases. By increasing client self-awareness of nutrition, activity, stress, and sleep habits, particularly persons living with diabetes and obesity, Total Health by Elizabeth is able to better promote behavioral change for those at-risk clients.*

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