



**FOR IMMEDIATE RELEASE**

Contact: Karen Welby  
[karen@eatsmartproducts.com](mailto:karen@eatsmartproducts.com)  
201-465-4381

**EatSmart Products Introduces Brand New Digital Body Fat Scale at the  
2011 International Home + Housewares Show**

Wyckoff, NJ. (February 21, 2011) - EatSmart Products is excited to announce the addition of a brand new bathroom scale, the [EatSmart™ Precision GoFit Digital Body Fat Scale](#) to their existing product line at the 2011 International Home + Housewares Show, March 6-8, at the McCormick Place in Chicago, Ill.

The EatSmart Precision GoFit is not your ordinary bathroom scale as it can quickly and easily measure weight, body fat, body water, body muscle and bone mass using new ITO BIA technology. BIA sends a safe, low level electrical current through the body which allows the Precision GoFit to analyze the body in real time. The sleek design, touch screen interface and *automatic person* identifier (stores personal data for up to 8 users) make it one of the most user friendly bathroom scales on the market today.

“Individuals who are serious about their health will track not only their weight but more importantly how much fat they have lost and muscle they have gained,” said Bill Geronimo, President. “The big advantage is our *auto recognition software* making it simple to operate, since all you have to do is stand on the platform barefoot and it identifies who you are based on your weight. Not having to select a user gives it the same functionality as a basic bathroom scale with added benefit of % body fat, % muscle and bone mass.”

EatSmart Products can be found in booth L11034 in the Lakeside Building at the 2011 International Home + Housewares Show. Along with the Precision GoFit Digital Body Fat Scale, EatSmart will launch another brand new product, the EatSmart Precision Voyager Luggage Scale. EatSmart will also be displaying their standard line of Kitchen and Bathroom Scales.

###