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EatSmart Products Sponsors the 2012 Nutley Mayor's Wellness Challenge

Wyckoff, NJ. (December 23, 2011) - EatSmart Products, a manufacturer of innovative health care products, announced they are sponsoring the 2012 Wellness Challenge in the township of Nutley, New Jersey. This 18-week program runs from January 9 to May 14, concluding with a final weigh in where the "biggest losers" are crowned.

EatSmart will be exhibiting at the Jan 9th kickoff event and will encourage attendees to assess their body weight, % body fat, % total body water, % muscle mass and bone mass using their [Precision GetFit Body Fat Scale](#). As an event sponsor, they will be donating both bathroom and kitchen scales to the raffle and prize pool, including 8 [Precision Digital Bathroom Scales](#) to monthly "Most Pounds Lost" winners. As an added incentive, participants will have the opportunity to share their weight loss experiences through out the competition on the [EatSmart blog](#).

"EatSmart is committed to supporting community efforts, like the Nutley Wellness challenge, as part of our company's mission to help people manage and improve their own health" says Bill Geronimo, RPh., President of EatSmart Products.

The wellness challenge features bi-monthly weigh-ins, health screenings, free and discounted exercise programs, nutrition lectures, cooking classes and a support group. It is open to those 18 and older who are Nutley residents, Township and/or BOE employees or those who work in Nutley.

EatSmart will be partnering with similar programs that encourage health and wellness in 2012.

For more information about the Nutley Mayor's Wellness Challenge or EatSmart Products, please visit www.nutleynj.org or www.eatsmartproducts.com.

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