

DO IT & DIET

Leading Diet Now Online

(NAPSA)—A leading diet and fitness web site has broadened its horizons while helping users slim their waistlines by adding an online version of the popular Atkins approach—customized for the individual based on health, lifestyle and food preferences.



Dieters can now access a personalized, online version of a popular weight-loss plan.

In addition to the Atkins plan, eDiets.com applies personalization technology through 13 different diet plans. Each prescribes daily meal plans and delicious recipes, and all customers get regular weigh-ins, e-mail support, 24/7 convenience, privacy, customized fitness programs, access to more than 100 support groups and chats with diet, nutrition, fitness and motivation experts.

Colette Heimowitz, director of Health and Medical Information at Atkins Nutritionals, says the reason the company decided to offer online, personalized versions of the Atkins approach is that, “eDiets provides daily menus, shopping lists and online help, and that makes a positive difference.”

Plans on eDiets cost \$5 a week with the option to cancel at any time. To learn more about Atkins or other popular diets, visit www.ediets.com.