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NEWS RELEASE

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British Medical Journal Reports Innovative Swedish Program For Treating Childhood Obesity; Program for Control of Body Weight Opens in New York in April

New York, N.Y., Jan. 6, 2010 – The British Medical Journal released today a report on a study conducted in Bristol, United Kingdom, that found that a breakthrough Swedish program using a computerized device called “Mandometer”[®] was significantly more successful than standard treatment at helping obese children and adolescents lose weight, reduce meal size and decrease their body fat.

The innovative program focuses on retraining eating behavior, along with educating patients about nutrition and increasing physical activity.

Their previous research revealed that obese people tend to eat at an increased rate and do not recognize satiety, regardless of the amount of food they ingest, a situation leading to overeating.

The Mandometer[®] was developed by Cecilia Bergh, Ph.D., and Per Södersten, Ph.D., two researchers at the world-renowned Swedish academic health center, the Karolinska Institute in Stockholm, Sweden. The device is a portable electronic scale connected to a small computer that can generate a graphic representation of a patient’s eating rate during a meal. With the help of feedback from the Mandometer[®], patients learn to eat normally by adapting the normal eating speed and development of satiety of normal-weight individuals that is also shown on the Mandometer[®] screen.

The Mandometer[®] method was developed originally as a treatment for eating disorders such as anorexia and bulimia nervosa and was later found to be successful in treating obesity as well. As a result of their research, Dr. Bergh and Dr. Södersten founded the company Mando Group AB to establish clinics that utilize the Mandometer[®] method to treat eating disorders and obesity.

Health care workers at the Bristol Royal Hospital for Children learned about this revolutionary treatment and asked to conduct a study comparing the outcomes of that new treatment to the outcomes of their standard weight-loss protocol. The result of that study is the basis of the report in today’s British Medical Journal.

The Mandometer[®] method produced outcomes that included a lower body mass index (BMI) than those in the standard care group, and greater reduction in food portions consumed at each meal than those in the standard group. The reduction of eating speed was also greater in the Mandometer[®] group. Importantly, these differences in outcomes held steady six months after treatment, a remarkable outcome in the treatment of obesity, where patients typically regain any weight that is lost.

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“It is gratifying to have our research and methodology confirmed by this peer-reviewed report,” said Dr. Bergh. “Our work is now focused on improving the treatment to lead to even better outcomes for our patients.”

The Mandometer[®] method is revolutionary because it ignores the standard approaches for treatment of eating disorders and obesity, focusing instead on eating *behavior* rather than on psychological issues in the case of eating disorders, or which specific foods are to be eaten in the case of obesity. Its outcomes have been dramatically successful, resulting in a growing worldwide demand for the services provided by Mandometer[®] clinics.

Currently, there are already four Mandometer[®] clinics in Sweden, two in Australia and one in San Diego. Drs. Bergh and Södersten plan to open another on East 78th Street in New York in April of this year.

The definition of being overweight is a BMI of at least 25, and for obesity a BMI of at least 30. Today, there are more than one billion people in the world who are overweight or obese, including two thirds of Americans.

Being overweight or obese has serious medical and psychosocial effects, including cardiovascular disease, diabetes, joint problems and an increased risk of certain forms of cancer. Apart from the purely medical risks, obesity also affects the ability to participate fully in work and engage in leisure activities. Its impact is felt in both children and adults.

Cecilia Bergh is CEO of Mando Group AB and is also executive director of the Mandometer[®] and Mandolean[®] Clinics at the Karolinska Institute. Per Södersten is professor of Applied Neuroendocrinology at the Karolinska Institute.

To observe the Mandometer[®] being used, visit: <http://www.mando.se/en/Media-archive--/Information-films--/Information-films-/1.aspx>

To learn more about Mandometer[®] go to www.mandometer.com or www.mandolean.com.

Cecilia Bergh and Per Södersten are available for interviews via phone or video satellite. To schedule an interview, contact Alan Hermes at 202.210.6262 or 301.365.4762 or ahermesch@aol.com, or Pam Lipshitz at 917.859.6852 or pamevelip@gmail.com.

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