

SKELETAL MASS MAY HELP DETERMINE HEALTHY WEIGHT NEW ASSESSMENT PROVIDES ALTERNATIVE TO BODY MASS INDEX

Looking hot is one thing, but truly feeling healthy is another. If health is your priority for 2008, don't drop everything you love (martinis, medium-rare steaks and chocolate) and start living at the gym; take a more European approach.

Perhaps you've heard of BMI, the Body Mass Index, a number calculated by using your height and weight to determine if you are underweight, at your healthy weight, overweight or obese.

Health Profile Institute, Inc. (HPI), a privately owned company founded in Sweden specializing in the fields of health promotion, employee health programs and health assessments, has developed an assessment based on skeletal mass that is considered more accurate than a body mass index in determining the body's healthy weight range.

Dr. Sture Malmgren and Dr. Gunnar Andersson, two of Europe's most well known authorities in Health Promotion, invented the Health Profile Assessment and founded Hälsoprofilinstitutet in 1978. They then founded Health Profile Institute, Inc. with Anders Mjardsjo, company chairman, in 2006.

Hälsoprofilinstitutet owns the Health Profile Assessment method. The method and corresponding employee health promotion program were initially used for Sweden's SAAB Company, a manufacturer of cars, military and civil aircrafts. HPI now provides employee health programs to other companies and organizations including Volvo, Sony Ericsson, the Swedish military, the Swedish police force and the Swedish Royal Theater.

To date, HPI has conducted more than 1.5 million Health Profile Assessments in Sweden. The assessment is supported by 30 years of international scientific study

and research.

The goal of a health profile assessment is to make people aware of their current health status. Trained specialists administer the following during the 45-minute assessment: A basic lifestyle questionnaire; blood pressure test; measurements to determine the person's skeletal mass and actual fat-free mass; and a six to 10-minute cardiovascular test to calculate the person's physical fitness index.

HPI uses a person's skeletal mass to determine his or her healthy weight range. HPI assessors compute skeletal mass by measuring the wrist and knee joints and factoring in the person's height.

HPI's mobile unit can reach small groups of people who are interested in the assessment as a start to a healthier lifestyle. The self-contained trailer, designed to protect a person's privacy during the tests, is used to meet people at their offices or can be staged in public areas for drop-in visits.

HPI develops health promotion programs for employers that motivate employees to lead healthier lives. A healthier workforce uses fewer sick days, decreases "presenteeism" and contributes to productivity.

HPI encourages small steps toward better health instead of making multiple changes simultaneously. HPI assessors review a person's health goals and recommend specific activities that make the goal attainable.

HPI recommends and conducts follow-up assessments in three to six months to measure progress and encourage continuing efforts.

HPI opened its first U.S. office in Henderson in 2007, located at 871 Coronado Center Drive. The Health Profile Institute can be reached by calling (702) 804-0100. More information is available online at www.healthprofileinstitute.com. **Q**