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For: **Livliga**[®]

FOR IMMEDIATE RELEASE:

Livliga[®] Revamps Portion Control Eating with Elegantly Designed Dinnerware

At a time when millions of Americans are seeking long term solutions to various health and weight loss concerns, Livliga[®] offers an innovative yet simple approach to establishing healthy lifestyle changes. A leader in the portion control category, Livliga offers a patented line of elegantly-designed dinnerware, serveware and glassware, developed to subtly guide users in eating well-balanced meals with appropriate serving sizes.

Through a unique philosophy known as "VisualQs," Livliga allows users to be "effortlessly mindful" of their daily food intake. The concept states that our bodies and minds look for visual cues within our everyday environment, which help us determine the amount of food we consume in one sitting. With this in mind, Livliga products feature strategic designs, colors and shapes, which guide individuals into practicing portion control eating in an effortlessly mindful way.

Founder and CEO of Livliga, Sheila Kemper Dietrich, developed the line due to her personal experiences with yo-yo dieting, and out of her desire to embrace a healthier lifestyle. She and her family have benefited directly from the product, having lost a combined weight of over 120 pounds. "I've experienced firsthand the struggles which often come with achieving a healthy weight," said Kemper Dietrich. "I developed Livliga to combat today's supersized world, and to create a healthy and enjoyable alternative to dieting, for the millions of Americans who still battle this issue each and every day."

Livliga's full suite of products include an array of healthy eating tools for one's everyday needs. The brand's signature Hälsa and Vivente dishware feature distinct shapes in calming hues of green and blue to guide users in practicing portion control eating, with ease. Livliga's dinnerware collection for children, Kidliga[®], provides child-friendly, portion-control plates, bowls and mugs, along with an award winning book, "*Sammie & Sax in the Land of Quinoa: The Search for a Balanced Meal*" to engage the whole family. The Aveq wine and beverage glasses help users become gradually mindful of their intake with subtle, built-in measurements.

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Livliga Revamps Portion Control Eating with Full Suite of Dinnerware 2-2-2

In the serveware category, Livliga's innovative kitchen utensil, the LivSpoon[®], doubles as a measuring cup as well as a serving spoon to eliminate any sense of guesswork often associated with practicing portion control eating. Lastly, the brand's newest dinnerware collection, Celebrate: The Poetry of Life, uses black and white designs, reminiscent of a French bistro, and distinct symbols based on the VisualQs concept, to make portion control eating stylish and contemporary.

Prices for all Livliga products range from \$17.95 to \$198.95 and can be purchased at LivligaHome.com.

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For: **Livliga**[®]

**Backgrounder:
Livliga**[®]

Livliga[®], meaning *Lively*, *Vibrant* and *Vivid* in Swedish, is a lifestyle brand that is dedicated to providing new solutions for portion control eating and maintaining a healthy lifestyle. Founded in 2011 in Boulder, CO, the family-owned company offers an array of elegantly-designed tools to help everyday people eat well-balanced meals with appropriate serving sizes.

As our minds and bodies look for external cues in our environment, known as VisualQs, to tell us how much food we should eat, Livliga uses this concept to eliminate overeating through its unique line of dinnerware, serveware and glassware. Each Livliga dish is created with designs, colors and shapes, which help users to be mindful of their food intake, while leaving them fully satisfied after each meal.

Founder and CEO of Livliga, Sheila Kemper Dietrich created Livliga and the VisualQs philosophy out of her years of personal experience in waging the war against obesity and longing to embrace a healthier lifestyle. Recognizing that dish sizes have grown by 51% since the 1900s, Sheila created the first Livliga prototypes by hand at a local "paint-your-own" pottery store and began using them with her family as their primary dinnerware set. Her household found the design of the dishes to be useful, while feeling satisfied after eating appropriate servings at each meal. As a result, Sheila and her husband, Walter Dietrich, lost over 50 pounds while their daughter lost over 20 pounds. She used this experience to refine her ideas in creating a unique lifestyle brand, and further develop Livliga into the company that it is today.

Since its inception, Livliga's product offering continues to expand with new and innovative tools for maintaining healthy eating habits. The brand's full suite of products now includes its signature Hälsa and Vivente dishware, the Aveq wine and beverage glass, Kidliga[®] tableware for children, the LivSpoons[®], and Livliga's newest dinnerware collection, Celebrate: The Poetry of Life. Livliga products range from \$17.95 to \$198.95 and can be purchased at LivligaHome.com.

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For: **Livliga**[®]

**Backgrounder:
Kidliga**[®]

Out of a desire to help children and families live healthier lifestyles, Livliga has expanded its portion control offering for adults with Kidliga[®] – a line of dinnerware that was developed to teach children about the value of nutritious eating from an early age.

Based on the “VisualQs” philosophy, Kidliga offers child-friendly, self-teaching plates, bowls and mugs which use colors, shapes and symbols to guide children in eating well-balanced meals with appropriate serving sizes. Available in both pink and blue, each dinner plate features illustrations that in a visually-intuitive way designate areas for proteins, grains, fruits and/or vegetables, while bowls and mugs use markers for proper portions to (1) introduce the concept of what a balanced meal is and (2) help children eat more healthily, every time they sit down for a meal. The dishware is eco-friendly and made of chip-resistant restaurant-grade porcelain.

The line also features an award winning storybook titled, “Sammie and Sax in the Land of Quinoa: The Search for a Balanced Meal,” in addition to recipes, puzzles and other activities to help make healthy eating an interactive experience for the whole family. The Kidliga three-piece dinnerware set and storybook is available for \$49.95 at LivligaHome.com.



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For: **Livliga**[®]

Fact Sheet:
Livliga[®] Dinnerware & Serveware

- Livliga[®] features serving sizes that correspond to recommendations by the US Department of Agriculture (USDA) and standard recipes.
- Livliga's place settings are right-sized, which means they are smaller than the average dinnerware sold today.
- Livliga plates, bowls and mugs are made of durable porcelain that is eco-friendly, lead-free, BPA-free, microwave safe, and dishwasher safe.
- Livliga offers a variety of designs and colors that fit with any occasion and décor.
- Each design is based on research that shows how certain images, colors, proportions and visual illusions support positive triggers for right-sized eating.
- Livliga dinnerware is available as a complete set (dinner plate, salad plate, bowl & mug) that can be used every day with the whole family.
- Food served on beautifully designed, right-sized dishware looks plentiful and appealing, sends positive signals to your brain, and leaves you feeling nourished and satisfied.
- Livliga is endorsed by experts including doctors, nutritionists, certified trainers and psychologists.
- Livliga's full suite of products include its signature Hälsa and Vivente dishware, the Aveq wine and beverage glass, Kidliga[®], LivSpoon[®], and its newest dinnerware collection, Celebrate: The Poetry of Life.
- Livliga products retail from \$17.95 to \$198.95 and are available at LivligaHome.com.

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For: **Livliga**[®]

Fact Sheet:
Livliga[®] Aveq Wine & Beverage Glass

- There are approximately 25 calories in one ounce of wine.
- A typical serving of wine (5 – 6 ounces) contains 125 to 150 calories.
- Depending on type, wines vary in the amount of calories they hold. Highest calorie wines tend to have the highest alcohol content.
- The Livliga[®] Aveq wine glass features elegant designs and subtle lines, which help users measure the amount of wine (and calories) they consume per serving.
- The Aveq wine glasses were designed to make the recommended serving of wine *look* plentiful to the eye, and therefore satisfying as part of the "VisualQs" philosophy.
- Aveq wine glass measurements include:
 - Top Line: 6 ounces
 - Bulls Eye: 5 ounces
 - Bottom Line: 4 ounces
- Similarly, the Livliga Aveq beverage glass features an elegantly-designed built-in marker, which help users measure the amount of calories they consume per serving while enjoying water, juices, carbonated drinks, iced coffee, beer, sports drinks and more.
- Designed to hold the typical serving amount, the 12 ounce Aveq beverage glass features a portion control fill line at 8 ounces, to help users easily measure correct serving sizes, every time they pour.
- The Aveq wine and beverage glasses are chip resistant and dishwasher safe.
- The designs featured on each glass are etched, so they won't rub off or fade.
- Like the Aveq wine glass, the Aveq beverage glass is designed to go with all dinnerware patterns offered by Livliga.

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LIVLIGA AVEQ WINE & BEVERAGE GLASS 2-2-2

- A set of four Aveq wine glasses retails at \$49.95, while the Aveq beverage glass retails at \$44.95. Both are available at LivligaHome.com.



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For: **Livliga**[®]

Fact Sheet: LivSpoons[®]

- Launched in the fall of 2015, the LivSpoon[®] is a kitchen utensil which combines a serving spoon and measuring cup in one, to help users easily measure and serve specific portions.
- The LivSpoon is available in a set of four serving/measuring spoons, which come in standard serving sizes —1 cup, $\frac{3}{4}$ cup, $\frac{1}{2}$ cup and $\frac{1}{8}$ cup.
- Each LivSpoon allows you to easily measure ingredients in the kitchen, or serve up right-sized meals from the buffet and dinner table.
- The LivSpoon features a double bend handle which allows users to hang it on the side of a bowl, right side up and upside down.
- Each LivSpoon is artistically designed to rest on a counter or tabletop for ultimate flexibility in use.
- The LivSpoon is ergonomically designed for easy use and comfort.
- The complete LivSpoon set nests together for easy storage.
- The LivSpoon is made of polished stainless steel and is dishwasher safe.
- The LivSpoon set is available for \$49.95 at LivligaHome.com.



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**Fact Sheet:
Health and Portion Control**

- According to the Centers for Disease Control and Prevention (CDC), “overweight” and “obese” are labels for weight ranges that are higher than what is generally considered healthy for a given height.
- Weight ranges are defined using body mass index (BMI). This number ranges between 15 and 40, and is found using a simple calculation based on the ratio of someone’s height and weight (BMI = kg/m²).
- An adult with a BMI of 25.0 to 29.9 is considered overweight. An adult with a BMI of 30.0 and above is considered obese.
- Both the Centers for Disease Control and Prevention (CDC) and the American Medical Association (AMA) have declared that obesity is a disease.
- More than 73% of Americans are overweight or obese.
- More than one-third of U.S. adults (34.9%) are obese.
- Obesity is higher among middle age adults, 40-59 years old (39.5%), than among younger adults, age 20-39 (30.3%) or adults over 60 and above (35.4%).
- Obesity-related conditions include heart disease, stroke, type 2 diabetes and certain types of cancer – some of the leading causes of preventable death.
- In children and adolescents age 2 to 20 years old, a BMI in the 85th to 94th percentiles for age and gender is considered overweight; a BMI in the 95th percentile or higher is considered obese.
- Approximately 17% (or 12.5 million) of children and adolescents, aged 2—19 years old are obese.

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HEALTH AND PORTION CONTROL 2-2-2

- Childhood obesity has more than doubled in children and quadrupled in adolescents in the past 30 years.
- Obesity has caused a broad range of health problems among children that previously weren't seen until adulthood. These include high blood pressure, type 2 diabetes and elevated blood cholesterol levels. Excess weight at young ages has also been linked to higher and earlier death rates in adulthood.
- A **serving** is a specific amount of food or drink defined by the USDA, and is measured using cups, ounces or tablespoons.
- A **portion** is the amount of food put on your plate for a meal or snack.
- Portion sizes have increased significantly during the last 60 years, and top fast-food and restaurant chains continue to introduce new large-size portions. The average restaurant meal is four times larger than it was in the 1950s.
- Many foods that come as a single portion actually contain multiple servings. The Nutrition Facts label on packaged foods – on the backs of cans, sides of boxes, etc. – tells you the number of servings in the container.
- Research has shown that Americans often underestimate how many calories they are consuming each day by as much as 25%.
- Research also shows that people unintentionally consume more calories when faced with larger portions or packages of food. This means significant excess in calorie intake, especially when eating high-calorie foods.
- Up to 24 million people of all ages and genders suffer from an eating disorder (anorexia, bulimia and binge eating disorder) in the U.S. Eating disorders have the highest mortality rate of any mental illness, but portion control tools can provide users with a guide for eating well-balanced, appropriately-sized meals.

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**Story Ideas:
Livliga**[®]

- Portion Control, Revamped
- Design + Function: How One Dinnerware Line Is Revamping The Face Of Portion Control
- How to Eliminate the Guessing Game When it Comes to Portion Control Eating
- Weight Management Essentials
- The Science Behind Healthy Eating: How “VisualQs” Contribute to Your Overall Health and Diet
- The War on Sugar: Breaking Your Addiction by Implementing BALANCED Meals into Your Diet
- Eliminating Excess Weight with Healthy Lifestyle Changes
- Healthy Eating Tools for Diabetics
- New Dinnerware Design Trends
- Spring Clean Your Kitchen with Healthy Dinnerware Finds
- How Your Food Environment Impacts Your Eating Habits
- Helpful Tools for Establishing Healthy Eating Habits Among Children
- The Secret to Healthy Eating for the Entire Family
- Wedding Gifts with an Elegant Twist
- Mother’s Day Gift Guides
- Healthy Entertaining with Livliga[®]
- The Secret to Indulging in Succulent Holiday Meals (While Watching Your Waistline)

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- Summer Prep: Battling the Bulge with Portion Control Dinnerware
- New Year, New You Stories

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