



For Immediate Release

15 May 2015

MEDIA ADVISORY

LOSE WEIGHT IN 25 DAYS AND ADOPT A HEALTHY LIFESTYLE WITH MOMENTUM® LIFESTYLE PROGRAMME

Twenty five days – that's all that is needed for you to lose 8-12% weight in a sustainable way and adopt a healthy lifestyle for a lifetime.

On May 27, witness the launch of a responsible three-stage Lifestyle programme, Momentum®, and hear from leading nutritionist Ms Vivianna Wou and other industry experts who will be sharing their views on the importance of weight management and responsibility in diet and nutrition in achieving a healthier lifestyle.

The Momentum® Lifestyle programme combines the effectiveness of a short diet phase supported by health supplements with responsible, safe and effective weight maintenance techniques that not only makes one look slimmer and more radiant, but also considerably improves one's health – in just 48 days, or seven weeks in total.

You and your media crew are cordially invited to the launch of the Momentum® Lifestyle programme.

At the launch, Ms Vivianna Wou, brand ambassador for Momentum®, will be sharing her expertise on disease risks resulting from obesity. Three other medical experts will also be sharing their respective insights of the topics related to Momentum®. They are Dr Ang Poon Liat of Thomson Paediatric Centre, Dr Cheryl Lee of Pacific Eye Centre and Dr Eric Hong Cho Tek of Mount Elizabeth Medical Centre. Their respective topic highlights will be, 'The Health Benefits of Ketogenic Diet', 'The Importance of Healthy Diet for A Good Eyesight' and 'The Impact of Overweight/Obesity for the Cardiovascular System'. Testimonials will also be given by respective distinguished participants such as Mr Christopher Marsh, *General Manager Asia, WWE Corporation* and Mr. Thorsten Molitor, *Managing Director, Storz Endoscopy Asia*.

Most importantly, Mr Sander Zwart, Managing Director of OrthoPharma, together with his partner Danuta Stuyver, daughter of founder Jos Stuyver of the Momentum® Lifestyle Programme, will be sharing on how Momentum® works and the secret to its effectiveness.

Details of the reception are as follows:

Date: 27 May 2015 (Wednesday)

Time: 3.00-5.00pm

**Venue: Academia at Singapore General Hospital
20 College Road Level 1
Singapore 169856**

Refreshments will be served after the event and your distinguished presence will be much appreciated.

**Kindly contact Mr Sim Zong Ying via email at
zongying@leapcomm.com.sg or via phone at 9450 5667 by 22 May
(Friday) to confirm your attendance and/or to schedule an interview session.**

ABOUT MOMENTUM

Momentum® is a lifestyle programme for people who want to lose weight in a responsible manner. The diet phase only counts 25 days and in the period after you will learn what it means to live a healthy lifestyle...

Weight loss and weight maintenance: these are two separate goals. To achieve these goals, you need more than a temporary diet. So Momentum® has developed a dedicated 3 Stage Plan. No miracle cure, but a responsible programme which enables you to lose weight healthily – monitored by a qualified Momentum® Coach – and more importantly: teaches you a healthy diet and exercise pattern.

ABOUT VIVIANNA WOU



Vivianna is a Certified Nutritionist, a Food Development Technologist and a Nutritional Consultant to several major food and healthcare companies in the United Kingdom for 10 years. She aims to help clients improve very specific aspects of their diet that is affecting their individual health concerns. Her working experience in Singapore involves conducting health seminars with major food companies including Nestle and Cerebos. At Food Advisory Group which she founded, she consults customers on leading brands of food supplements, and together with in-shop consultation, body composition assessment and nutritional programmes.

Prior to working in the private practice with the Tanglin Medical Centre and Mount Alvernia Hospital, Vivianna has worked with the Singapore General Hospital in the Food Nutrition and Dietetics Department in charge of food audits, operations and meals planning for the patients.

ABOUT SANDER ZWART



Sander Zwart is the Managing Director of OrthoPharma, together with his partner Danuta Stuyver, daughter of founder Jos Stuyver. Sander joined OrthoPharma in 2011 to accelerate the international business of OrthoPharma, as well as bringing OrthoPharma to the next (digital) level. He has a strong focus on maximising value for all stakeholders in the value chain, from suppliers, to distributors and consumers.

In his career, entrepreneurship, marketing and business development form the red line. Sander has studied Business Administration at the University of Groningen and specialised in marketing on the Amsterdam Business School.

ABOUT PASCAL AESCHLIMANN



Pascal Aeschlimann is a Swiss national who has been based in Singapore for the past 10 years. He is the founder and CEO of Swissmed Pte Ltd, a successful medical company focusing on the distribution of innovative European Medical Devices for the eye care industry.

After discovering the effectiveness of Momentum, he set up SwissFit Pte Ltd in order to make this amazing product available to people in Singapore and South East Asia.

ABOUT DR. ANG POON LIAT



Dr Ang Poon Liat is a paediatrician in practice for 45 years – with special interest in nutrition and its impact on childhood development, health, behavioural disorders and ageing. He is currently a consultant paediatrician in Thomson Paediatric Centre, which is part of Thomson Medical Centre, a hospital for women and children in Singapore.

The depth and breadth of Dr Ang's experience in clinical nutrition allows him to write with authority, about the impact of nutrition on health from the medical point-of-view. He has written a set of 2 books on nutrition dedicated to mothers. His first book, *The Wonders of Nutrition*, discusses how our genes and our dynamic bodies respond to food and lifestyle. His second book, *Roadmaps to Recovery*, explains how correct and balanced nutrition plays pivotal role in healing chronic degenerative diseases. His 2 books will be launched in June 2015.

ABOUT DR. CHERYL LEE



Dr Lee is a retinal surgeon, fully experienced in the management of cataracts, medical retinal conditions such as diabetic retinopathy, macular degeneration and ocular inflammatory disease like uveitis and dry eyes. Dr Lee is also trained to work with children.

She is also on the expert panel for the Implantable Contact Lens™, the only lady doctor and only Asian on the panel who trains the surgeons internationally. Her academic accolades include the Gold Medal and Book Prize in Ophthalmology from the National University of Singapore, the Marie Comer Anglian Prize in Ophthalmology from the University of Cambridge and has achieved distinction in the Alcon Glaucoma UK Competition in 2005.

ABOUT DR. ERIC HONG CHO TEK



Dr Eric Hong is one of the very few cardiologists who is formally trained in double clinical fellowships of nuclear cardiology and interventional cardiology. Apart from managing all general cardiac conditions, Dr Eric Hong Cho Tek has special interests in the different types of cardiology, cardiac rehabilitation and non-invasive cardiac imaging.

Dr Eric Hong Cho Tek, is accredited to admit and manage patients in various hospitals in Singapore, including Mt Elizabeth Hospital, Gleneagles Hospital, Parkway East Hospital, Mt Alvernia Hospital and Raffles Hospital. He continues to hold position of visiting interventional consultant cardiologist (heart specialist) to the Department of Cardiology, Tan Tock Seng Hospital.