

For Immediate Release:

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The Only High-Profile Diet Program That Is Dr. Directed and Individualized, Now Offers Even Better Results With an Online Coaching Program That Addresses the Major Aspects of Weight Management and Provides For Your Own Unique Metabolic Needs.

Dr Kip Johnson Develops an Easy to Follow Method for Understanding and Fine-Tuning Your 'Metabolic Matrix' For Weight Loss and Improved Health.

Introducing Thinergetics Online Coaching and "The Truth about Weight Loss".

Placentia, CA – September 24, 2007 – Every so often a product comes along in a particular industry that not only raises the bar, but actually changes the industry completely. Microsoft Windows changed the appeal and widespread use of the PC, the iPod changed personal music enjoyment, Dyson changed vacuum cleaner reliability. More recently, eHarmony changed the way we look at online dating from an over-simplified 'picture and a paragraph' to a 29 step comprehensive way to find genuine relational compatibility.

Thinergetics is changing the way America understands diets and weight management. Today, Thinergetics has taken another giant leap forward by providing its customers with the 24/7 convenience and continuous support that only the internet can provide.

The Multi-Billion dollar weight loss industry in The United States consists primarily of thousands of over-simplified products based on the "Pills, Patches, Points or Protein" mentality. The few existing programs that do have merit are using a one-size-fits-all nutritional approach. As humans, we do not all respond the same way to food or have the same nutritional requirements. Therefore, we each need a complete program that can be tailored to our specific needs.

Introducing Thinergetics! Thinergetics, "The Truth about Weight Loss", provides the personal tools, tips and techniques and as of today, the online support needed to enjoy healthy, sustainable weight loss on an individual basis at an individual pace.

Dr. Kip Johnson, a Medical Doctor for over 31 years, has personally seen tens of thousands of patients whose health was severely compromised as a direct result of being overweight or obese. Nearly two decades ago he became totally committed to the Preventive side of Medicine and began studying worldwide research and compiling the important research data concerning weight loss and obesity. His extensive background gave him the clear understanding that the human body works on an individualized basis. Therefore, everyone needs a weight management plan that takes into account his or her own, unique "Matrix" of factors. As a result, *Dr. Johnson* created *Thinergetics*, a medically sound program that provides the tools and now the online support necessary for the consumer to lose weight and keep it off. Unlike the one-dimensional or over-simplified diet programs, *Thinergetics* is focused on the metabolic needs, habits, tendencies, readiness and even the emotions of each person.

“It is clear that we don’t all respond to food the same way just because we are all human. Then why do most diet programs recommend the same plan for everyone? Thinergetics new coaching program works because it is designed for each individual and takes so many factors related to weight management into account. Thinergetics is not a diet and yet you will learn how to eat, what to eat, when to eat, and even why to eat. You will be provided the tools and online support to finally be able to break down or manage the barriers that have stopped you previously. Thinergetics is designed to be the most complete, useful and affordable program ever on the market in terms of addressing the unique needs of each individual”, states Dr. Kip Johnson.

Dr. Johnson believes that consumers are ready for a solution. He would like to encourage people to call *Thinergetics* and get started on a realistic and VERY affordable weight loss plan that is specifically designed for their needs. Thinergetics now includes individualized coaching so that everyone has the tools to reach their goals at their own pace. Discover *Thinergetics*’ sustainable, healthier lifestyle program that is based on solid medical research at www.thinergetics.com or at www.49TRUTH.com. You may also call their customer service line toll free at: **1-888-49Truth**.

About Dr. Kip Johnson:

Dr. Johnson was accepted to UCLA as an undergraduate with Honors at Entrance and after graduating with his degree in Zoology attended the UCLA School of Medicine where he received his M.D. degree. Doctor Johnson has now practiced medicine for more than 31 years and has personally seen more than 150,000 patients. For the past nearly two decades he has focused on Preventive Medicine and has provided seminars locally, nationally and internationally on a variety of topics related to obtaining and preserving optimal health. His development of the Thinergetics program derived from his interest in Preventive Medicine and his observation of the worsening obesity problem – now considered epidemic in proportion.

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