Results of Innovative Clinical Study Show New Combination for Weight Loss Success

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SAN DIEGO, Oct. 12 /PRNewswire/ -- As the weight loss and fitness industry thought leaders gathered this week to discuss the nation's obesity epidemic, a new research study presented at the conference identified a new formula for weight loss success.

BodyMedia, Inc., the pioneer in developing wearable body monitoring systems, shared results from the first six months of an independently-funded clinical trial that evaluated the weight loss impact of its wearable body monitoring system when used with lifestyle intervention (behavior support) at the 28th Annual Scientific Meeting of the Obesity Society held in San Diego, October 8-12.

Researchers have long known the importance of the role of behavior support in weight loss, with in-person behavior support weight loss programs generally yielding 10% weight loss after thirty weeks (1,2,3,4). Now results of the new clinical study show that by combining a lifestyle intervention program and a body monitoring device to track physical activities and calories, people trying to lose weight can double their amount of weight loss.

The results of the study independently-conducted by Dr. John Jakicic, Ph.D. from the University of Pittsburgh's Physical Activity and Weight Management Research Center, not only provide new insight into a successful weight loss program for consumers, but a successful way to retain people in a weight loss program. Another important finding of the study showed that one hundred percent of the participants in the lifestyle intervention plus Armband group remained in the study during the entire six months, pointing to the fact that the body monitoring device and behavior support can keep people motivated and engaged in their weight loss program.

Results at six months showed that participants in the study who were attending the face-to-face group intervention program plus using BodyMedia FIT™ lost an average of 18 pounds, or more than 2X those in the lifestyle interv
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