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HEALTHY HOLIDAY EATING CAN BE AS SIMPLE AS 1-2-3 THE GENE SMART WAY

WINSTON-SALEM, NC (December 15, 2009) – From Thanksgiving on, the holiday season is traditionally a time for families, friends, celebration and of course, some serious over-indulgence in food and drink. But with some simple preparation, you don't have to find yourself fighting an uphill battle when you make your annual New Year's resolution to lose weight and exercise more.

While the old adage "everything in moderation" definitely holds true during the holiday party season, it doesn't mean you can't enjoy yourself. In fact, according to Gene Smart, there are plenty of delicious choices from every food category, specifically tailored to work with your genes to help control your waistline, fight disease, reduce chronic inflammation and enjoy better overall health.

"The holidays are a wonderful time for celebrating with family and friends, but people tend to pay too high a price when it comes to their health and well-being," said Floyd "Ski" Chilton, PhD, author of The Gene Smart Diet and professor of Physiology and Pharmacology at Wake Forest University School of Medicine. "The irony is, they don't have to. With some simple adjustments, everyone can enjoy holiday meals that are delicious and nutritious."

In addition to watching your portion sizes, Gene Smart offers three tips to ensure your party fare keeps you on track for a healthy and happy start to the New Year:

- 1. Don't Omit Your Omega-3s.** Take a pass on that second turkey leg, and try a serving of salmon instead. Omega-3 fatty acids are among the most important nutrients for preventing heart disease and aiding in brain development, and salmon, albacore tuna and shrimp are all great sources of Omega-3. Be careful though, not all fish is created equally. Tilapia and farm-raised catfish, for instance, have little or no Omega-3s.
- 2. Fill Up With Fiber.** Stay away from the dinner rolls made with processed flour and fill up with whole grain breads, nuts and beans. Fiber helps make you feel full, aids in digestion and has been shown to lower cholesterol and prevent heart disease
- 3. Power Up With Polyphenols.** Probably the easiest category to include in your holiday festivities, because it includes red wine and dark chocolate! Other popular holiday foods high in polyphenols include cranberries, almonds, broccoli and sweet potatoes. Polyphenols, in the right amounts, have been shown to regulate energy metabolism, lower blood pressure, and even help control the genes that regulate inflammation.

For more great holiday health tips and recipes, visit Gene Smart on the web at www.genesmart.com.

About Gene Smart

Gene Smart Wellness is a preventative healthcare company that utilizes the latest understanding of the relation between diet & exercise, our genes and our health to empower individuals to take control of their health in order to live life abundantly. Floyd “Ski” Chilton, PhD, is a company founder and Chief Scientific Advisor; and author of numerous articles and books on health and nutrition. His most recent book, *The Gene Smart Diet* (Rodale, 2009), makes the connection between what we eat, our genes and our health. More information on the Gene Smart program is available at www.genesmart.com.

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