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VIDEO: Skipping the Weight Loss Plateau Realized Using Avidia Natural Products' All-Natural Slim Cycle

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SANTA CLARITA, CA, May 29, 2010 /24-7PressRelease/ -- Avidia Natural Products is aiming to resolve a common frustration among dieters who lose pounds quickly in the beginning of a weight loss program and hit a screeching halt halfway through. The company has developed Slim Cycle, clinically developed to break through the weight loss "plateau" to continue to drop stubborn, unwanted pounds.

Slim Cycle
"It has been proven scientifically that the body's built-in mechanisms adapt and resist change. For most people, weight loss products stop working after two or three weeks - yet, customers continue to spend money on a product without receiving any benefit," Villalobos said. "Slim Cycle is the first product of its kind that continues to produce weight loss results into the second and third months as well as it did in the first week."

Slim Cycle cycles between two clinically developed products:

- Cycle 1 shocks the body into weight loss for 21 days and before the body can build resistance
- Cycle 2 begins with a cell receptor therapeutic system that is taken for seven consecutive days. Cycle 2 restores the fat cell sensitivity lost during Cycle 1.

The body's ability to lose weight and increase metabolism is enhanced at the cellular level through support from ingredients such as green coffee bean extract, green tea extract, caffeine, evodiamine, and naringenin plus cell receptor therapeutics such as Cyclic Adenosine Monophosphate (cAMP). Avidia offers meal plans and exercise regimens to complement Slim Cycle. Month after month, people following the Slim Cycle program with a healthy diet and regular exercise achieve weight loss results over an extended period.

"Our driving concern as a company is the health, wellness, and longevity of others. We formulated Slim Cycle with the best quality ingredients so it's both natural and effective," Villalobos said. "We encourage everyone to consult with a nutritional consultant as they work towards reaching their goals."

Avidia was launched in 2007, after Villalobos spent twelve years in product development for the sports nutrition and natural supplement companies. Villalobos' background as a biochemist includes education in molecular biology, kinesiology and nutritional biochemistry from California State University Northridge.

Slim Cycle is available for purchase at AvidiaNaturalProducts.com (**http://www.avidianaturalproducts.com**).

ABOUT AVIDIA NATURAL PRODUCTS:

Avidia Natural Products demonstrates its commitment to supporting active, healthy lifestyles in a responsible, earth-friendly manner through its use of 100 percent solar power. The company's mission is to formulate high quality, effective nutritional supplements while preserving the environment.

Avidia Natural Products has seen a steady 20-30 percent growth in revenue since its founding, and it is anticipating a 20 percent growth in 2010 in line with projections for the industry by Nutrition Business Journal through 2011. Growth is attributed in large part to an aging population and an increasing interest in weight loss, personal health and wellness.

For more information about Avidia Natural Products, visit **http://www.avidianaturalproducts.com/about.html**.

ABOUT POWER MEDIA GROUP:

Power Media Group, Inc. is an Advertising & PR Agency that specializes in creating all inclusive Spanish language campaigns for high-profile clients seeking to reach the $1trillion buying power booming Hispanic market, through Printing, Radio, TV, Outdoors, PR, Customer Service, Events and Promotions.

Some of Power Media Group, Inc. recent accomplishments include:

- Patricia Gracia-United States SBA Minority Small Business Champion of the Year 2010
http://www.powermediagroup.com/awards.html

- Patricia Gracia, Winner of the 2010 Los Angeles Business Journal "Woman Making a Difference Award in the Rising Star," category.

- Power Media Group, Winner of the 2010 ADDY Awards for Excellence in the following categories: Web site Design, Local Radio Creative, Logo & Company Image
http://www.powermediagroup.com/awards.html

- Patricia Gracia, panelist to the Latin Business Association 2009 annual conference and expo, presented, "The Transforming Role of Latinas in Business"
http://www.powermediagroup.com/what.html

- 2009 Addy Awards for Excellence in Creativity for a TV ad in the General Market - Catalog Sales.
http://www.powermediagroup.com/addy.html

- Patricia Gracia, Winner of La Opinion 2009 Distinguished Woman in the category of Business and Technology.
http://www.powermediagroup.com/awards.html

- Patricia Gracia, nominated for the Santa Clarita Valley Business Leadership Awards and for Women in Business 2009 Award.

- Tony Gracia, nominated by the San Fernando Business Journal as one of the Top Valley's CFO of 2009.

- Power Media Group named among the 50 Fastest Growing Private Companies of 2009 by the San Fernando Valley Business Journal.
http://www.powermediagroup.com/awards.html

- Power Media Group, Winner Latin Business Association 2008 Sol Award as Business of the Year.
http://www.powermediagroup.com/what.html

- Commended by Los Angeles County Board Supervisor Mike Antonovich and U.S.Congressman Howard "Buck" McKeon - 25th District of California, among others.
http://www.powermediagroup.com/recognitions.html

- July 2008-SBA qualification, for a real estate loan -acquisition of an 11,000 square-foot commercial building, a new home for clients and customers
http://www.powermediagroup.com/pmg_opening.html

TV- VIDEOS:

-Telemundo Interview Al Rojo Vivo:
http://www.youtube.com/watch?v=XWFIaXHOhYc

-Univision Interview Tony Gracia - Donde estan los trabajos?
http://www.powermediagroup.com/tony_interview.html

-Univision Interview Patricia Gracia - Mujeres Sobresalientes Segment:
http://www.youtube.com/watch?v=JzLVICwBzQs&feature=player_embedded

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