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empower,
advocate
for *The Heart Truth*®

You're
Invited!

Hitting the Sweet Spot: A Talk With Experts About Low-Calorie Sweeteners

Please join us for a **Continuing Professional Education Program** for registered dietitians, followed by a sneak preview of the *I Heart Diet Coke* and *The Heart Truth*® “pop-up” experience at the Third Street Promenade. Refreshments will be provided.

Date: Thursday, March 18, 2010

Time: CPE Program (6:00 pm – 7:00 pm PST)
Sneak Peek (7:00 pm – 9:00 pm PST)

Where: 1228 Third Street Promenade, Santa Monica, CA 90401

CPE: 1.0 Unit (Approved for RD, DTR)

Cost: This educational activity is offered free of charge

Register by e-mailing HeartTruthProgram@ccapr.com or calling **202.609.6098**.

Americans' dieting behaviors and the role of low- and no-calorie sweeteners have been a hot topic in recently published scientific research. It is imperative that this science is understood by registered dietitians so that they can provide their patients with the best strategies for maintaining a healthy weight and a healthy heart.

LEARNING OBJECTIVES

At the conclusion of this lecture, attendees will be able to:

- Understand, from a clinical perspective, what factors can impact consumers' food and beverage decisions, eating behaviors and satiety, and how each relates to weight management challenges
- Discuss the latest research and literature on low- and no-calorie sweeteners in weight reduction and maintenance
- Describe the role of sweeteners in helping to maintain a healthy body weight and heart, as well as adequate nutrient intake
- Recognize the impact individual preferences and tolerance can have on weight management strategies and maintaining a healthy lifestyle

PRESENTERS

- **Dr. Adam Drewnowski, Ph.D.**, Director of the Center for Public Health Nutrition and Professor of Epidemiology and Medicine at the University of Washington
- **Robyn Flipse**, Registered Dietitian in private practice specializing in food, nutrition and health communications



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