



Sensible Nutrition

Live Smart. Live Well.™

FOR IMMEDIATE RELEASE

Contact: Melissa Maichle
essentia Marketing & PR
781.534.8620
Melissa@essentiamarketingandpr.com

SENSIBLE NUTRITION EXPANDS OPERATIONS WITH OPENING OF DALLAS OFFICE

HINGHAM, MA – Wednesday, October 30, 2013—Sensible Nutrition, a nutrition consulting firm headquartered in Hingham, Massachusetts, today announced the expansion of its operations with the opening of an office in Dallas, Texas. The firm offers comprehensive, expert nutrition services including individual diet and nutrition counseling to help clients develop long-term healthy lifestyle habits.

“We’re incredibly excited about the potential for our new office,” said Debra Wein co-founder and president at Sensible Nutrition. “The expansion allows us to fill an increasing demand for individual nutrition counseling services. More and more employers and health plans offer discounts to individuals who meet criteria such as having a healthy Body Mass Index (BMI) or having blood pressure or cholesterol levels in healthy ranges. Our services can help individuals make lifestyle changes that allow them to reach their health goals.”

Kelly Murphy, a Registered and Licensed Dietitian, will head up the Dallas office. A graduate of Cornell University, Kelly has extensive counseling experience with weight loss, weight management and various diseases, including diabetes and congestive heart failure. She completed her dietetic internship at Baylor University Medical Center in Dallas. Kelly will focus on one-on-one nutrition counseling to help clients meet health and weight goals and will offer services ranging from individual nutrition sessions covering weight management, diabetes, sport nutrition, label reading, supermarket shopping and healthy cooking as well as teach seminars, classes, and perform body composition assessments.

###

About Sensible Nutrition

Sensible Nutrition is a Hingham, Massachusetts based consulting company established in 1994 that provides nutrition and fitness services to individuals. The firm inspires individuals to make simple and positive changes in their lives and improve their health. Custom tailored nutrition and fitness programs are developed for each individual. Sensible Nutrition has worked with the United States Coast Guard, the US Navy SEALs, the National Hockey League, the New York Islanders, the USA Track & Field Association, Olympic athletes, Boston Marathon teams, the Boston Ballet and hundreds of individuals throughout the country. Our Registered Dietitians have been quoted in publications such as *The Wall Street Journal*, *Health*, *Muscle & Fitness*, *Shape*, *Self*, *Marie Claire*, *Family Circle*, *Men's Health*, *Prevention*, *The National Strength & Conditioning Association's Performance Training Journal* and have been featured on Fox 25 (WFXT-Boston), CH56 (WLVI-Boston) 10 o'clock news and New England Cable News (NECN). For more information about Sensible Nutrition visit www.sensiblenutrition.com or call 781.741.5483.