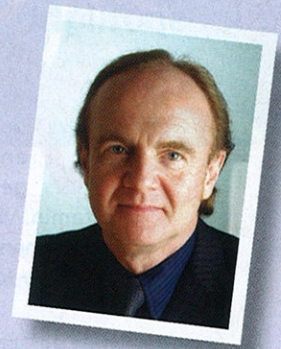


## Lars Brittsjo talks about his company's partnership with the Singapore Heart Foundation to fight obesity and heart risk

By Sandra Generosa L Hernandez



As the founder and CEO of the Reborne Group, Lars Brittsjo has always been an active supporter of proactive health management. He believes it is the key to save millions of lives and afford people the world over of longer and better lives. So when Lars met up with Singapore Heart Foundation (SHF) CEO Vernon Kang, they knew they had to work together to reach a common goal.

Both men shared the vision of empowering the public with the right knowledge and science-based solutions that deliver safe and effective weight and heart health management.

We had an afternoon with Lars where he shared his viewpoints on the connection between weight and heart health and the partnership between Reborne and SHF on conquering heart risks.

**EHB: Reborne has developed the Xndo Proactive Health Care – a model that is science-driven and evidence-based medicine – to enable people to proactively care for themselves. Tell us more about it.**

**LB:** Amassing the best-of-class research on the clinical management of obesity, Reborne has come up with a whole new paradigm that we believe is first in the world. Targeting the causal clusters of obesity, the Xndo TLR model concentrates on the proactive care of one's health through managing one's weight. That means we are now helping people in actively preventing diabetes, heart diseases, stroke, certain cancers and 30 other major diseases, starting now. Imagine how many lives we can save, once people understand our paradigm.

**EHB: One core focus of Reborne is weight management. You've developed a new paradigm – Xndo TLR for Ideal Weight Management. How different is it from conventional weight management approaches?**

**LB:** It is very different. First of all, our perspective is that weight is not a matter of vanity, but a serious health issue. Therefore,

no "quick fixes" will do. TLR is science-based, so it's credible, results-focused and safe for a lifetime. Based on these three aspects, TLR is already different from conventional weight management approaches that are not always proven based on science, nor safe or practical to practise over a lifetime, given today's hectic lifestyle. Furthermore, we're not taking the enjoyment out of life, but rather, teaching people how to live and enjoy everything (including the foods they love) in moderation. Under TLR, people can enjoy eating quality foods, and perform easy exercises to benefit their health for a lifetime. Most importantly, they will learn to make lifestyle choices that will benefit them for their entire life!

**EHB: What prompted Reborne to partner with SHF and what do you hope to achieve thru this partnership?**

**LB:** Our objective at Reborne has always been to benefit people. The partnership with the Foundation is no different – we know we can, and want to help people protect themselves from heart diseases/stroke. There will also be an increased combined

effort in public education to help the public understand how they can take proper care of their heart.

**EHB: How will this partnership benefit people with heart problems?**

**LB:** They can look forward to enjoying health consultations at the Xndo Centre for Proactive Health Care at the Heart Wellness Centre when they visit the Singapore Heart Foundation. Together with the services they enjoy at the Heart Wellness Centre, the consultations with our Xndo practitioners can help them learn how best to take care of their health in a way that is life-saving.

**EHB: What is one health care tip you have for our readers?**

**LB:** A happy heart is a healthy heart. Besides taking proactive care of your heart by staying at your ideal weight, remember to do things that make you happy, like spending time with your loved ones. It is best to embark on living a healthy lifestyle as a family, so that those habits are both sustainable and life-sustaining. Then the family can stay happy and healthy together for longer! ♥

Control  
obesity  
to reduce  
heart risk