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## HOW 30,000 PHOTOS COULD TRANSFORM CALORIE COUNTING

### Free Photographic Portion Control Weight Loss Solution Now Available

Obesity continues to rise despite billions spent on weight loss schemes. With 133 million overweight or obese adults in the United States alone, the need for effective and informative weight loss solutions has never been greater. A new web site is offering assistance by using photographs of food to help people easily judge and learn portion sizes. Their visual system, along with an in-depth activity and health tracker, discards traditional text-based calorie counters in order to provide an easy and sustainable solution to controlling calories.

Humans interact with the world primarily through sight. Figwee.com seeks to take advantage of this by employing a photographic means of planning and recording meals and activity. Using a series of incremental food portion photos, they have greatly simplified the task of portion control. A mere tug on a slider changes the displayed portion and updates nutrition information in real-time. When the user sees and accepts the amount that was consumed, the information is added to a food diary for reporting. Everything is done with pictures; search, portion selection, even activity entry. Detailed charts and graphs round out the interactive experience.

“People have a visual relationship with food. We don’t think in ounces or grams. We see what eat, we picture it. Figwee is the first to utilize this,” says co-founder John Gobel.

Figwee was created by two brothers with a history of weight struggles. “I was seriously obese, and on advice from my doctor, I tried to use a text-only online calorie counter. The daily entries were such a chore that I stopped using it and gained most of the weight I lost back,” says co-founder Jeff Gobel. “We wanted to make entering what you eat as fast and as simple as possible; even fun. It had to be something you could do everyday without dread.” Jeff has lost over 40 pounds with Figwee so far. “I hope we can help other people the way this has helped me.”

All of the website’s features are free of charge, making it available to anyone with a high-speed internet connection.

Figwee.com is provided by G2Web, Inc., founded in 2001 to innovate web solutions to common problems. G2Web is wholly owned by its founders and is based in Las Vegas, Nevada.

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For more information, please visit the Figwee press area at <http://www.figwee.com/press>. To schedule an interview with John or Jeff Gobel call 888/344-9334 or email [press@figwee.com](mailto:press@figwee.com).