



Noviden Technologies Celebrates Back to School with New Look & \$7.95 Monthly Meal Plan to Help Americans Lose Weight, Eat Better and Spend More Time Together at the Table

Thousands around the world rely on MealEasy.com to guide them in their kitchen and make better food choices for their families.

Halifax, Nova Scotia, Canada, August 28, 2013 -- The [MealEasy meal planner](#) is an affordable way to eat better at home. For about 25 cents/day, families can use the interactive online meal planning app to choose healthier meal options from a few thousand recipes. "Stop guessing what to have for supper and start eating right, now," says MealEasy founder, George Borovan, CEO, Noviden Technologies Inc.

Statistics from the American Heart Association show that 75 million Americans currently suffer from heart disease, 20 million have diabetes and 57 million have pre-diabetes. These numbers must go down in order to stop the heartache of losing loved ones early in life and watching them suffer through pain and illness.

We are what we eat

After 8 years of research and innovation, [Noviden Technologies](#) Inc. has launched a newly designed website <http://www.mealeasy.com> with a modern, clean look to [inspire people to change](#) their unhealthy kitchen habits.

Accessible from every computer and mobile device with a browser and internet connection, MealEasy.com is changing how people live by helping them prepare to eat smart.

"We're at a crisis point with the state of our health, especially children," warns Borovan. "We must stop passing on unhealthy eating habits to our loved ones. Children are not being given a chance to live a long, happy life in health. Childhood obesity and diabetes is robbing this nation's children of their health. It's time to stop overfeeding and under-nourishing our youth, and take the future of America seriously."

Healthy choices are smart choices

Today's households are struggling to keep healthy meals on the table. Most dual income earning families seem to have little time to prepare homemade meals like the generation before them. Instead, they rely on fast foods, take out and processed meals and continue to gain weight. The high fat, high sugar and high sodium levels in the typical North American diet not only ends lives sooner, but it is an unsustainable trajectory for the nation's pocketbook.

MealEasy offers [an easy fix for the busy American family](#). For as little as a quarter a day and 30 minutes, a healthy supper can be served to nourish the family, rather than rob them of health. The online interactive meal planner is easy to use and is a trusted guide to help even the novice cook prepare a delicious and wholesome meal. Losing weight is simple to do when eating healthy, watching calories and controlling portion sizes with MealEasy.

Join the MealEasy Revolution today and prepare to eat smart with [healthy meal plans](#).