

Dares To Be Naked Encourages Healthy Fit

New York Company Dare to be Naked Offers a Safe and Natural Way to be 'Healthy Fit'

New York, NY; Tuesday, July 28th, 2009 – New York company Dare to be Naked recently launched its website www.daretobenaked.com with a mission to make women around the world more comfortable with their bodies and encourage healthy activities that virtually eliminate cellulite and tone the body. The company's web site features a downloadable guide to help busy women like owner and founder, Kim Russo, rid the body of cellulite and create a more toned figure in just moments a day.

Founder Kim Russo explained her beliefs that 'being model thin is passé and unrealistic in many cases as unhealthy methods are employed. Healthy fit is the new model thin.' Russo continues speaking of the business's key goals by saying, "I'm a busy entrepreneur with little time for a consistent fitness routine. I have been using a series of toning and cellulite tools that help me to maintain my youthful appearance and my schedule. I don't want to encourage women to look like models, just the best and most healthy version of themselves; hence the term 'healthy fit'."

Dare to be Naked continues to remind customers that no solution without cardiovascular exercise is a complete solution. Cardio is essential to healthy body function and overall health and though everyone wants an easy solution, your health is the most important part of your life. The Dare to be Naked solution is easy and quick, but workouts and cardiovascular activity are still vital to health. With each downloadable guide, Dare to be Naked also provides 10 quick health tips.

When asked about the product, business consultant LaCosta Lolly explained why the product is unique saying, "So many women struggle with weight and body image in the US. Many curvy women, me included, have dealt with insecurity and discomfort due to the pressure to be model thin. Kim and Dare to be Naked are not encouraging diets that make people model thin. Instead, the product encourages healthy and toned physiques that are individual to each person's body type, which is what makes Dare to be Naked so incredible. I love my curves, but I also want to keep them smooth and healthy."

The Dare to be Naked Solution helps women rid the body of cellulite naturally through a series of simple activities and tools that take only moments a day but combines these techniques with an overall toning routine to improve the whole body. The company's goal is to educate women on becoming virtually cellulite free, healthier and more toned. "We hope women will adopt our 'healthy fit' concept and take care of their bodies first," Russo concluded. "This country needs all of our women to be healthy and I am thrilled to be a part of that."

About Dare to be Naked

Dare to be Naked is a recently launched New York based company offering downloadable guides to naturally removing the appearance of cellulite with just moments a day. The company offers healthy living advice and easy all natural tools for women who want to improve their appearance. For more information on Dare to be Naked, visit www.daretobenaked.com. The Dare to be Naked downloadable guide is designed

for women who want to improve the appearance of their bodies, improve their “post baby bodies,” get back their old silhouettes and be virtually cellulite free without expensive creams and overpriced surgical procedures. The guide is priced at only \$20, comes with a free copy of Kim’s “Top 10 Health Tips” and is available for download via the website.

About Kim Russo

Dare to be Naked is not Kim Russo’s first venture into entrepreneurship. Russo started her first business from her living room with less than \$1,000 in the bank and a lot of debt. She single-handedly grew the business and now boasts a worldwide client base and multiple companies.

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Media kits & interviews available on request.

Contact: Kim Russo

Dare to be Naked

<http://www.daretobenaked.com>