

**Withings is a proud National Sponsor of Project Power from the American Diabetes Association and will distribute Body Comp, its latest smart scale, to participants**

*Withings groundbreaking Body Comp Scale helps the American Diabetes Association Project Power participants increase awareness and management of diabetes.*

**Boston—April 25, 2023-** [Withings Health Solutions](#), the business-to-business division of [Withings](#), the global leader in connected health, is proud to announce that they are a National Sponsor of [Project Power](#), from the American Diabetes Association® (ADA), an innovative diabetes lifestyle change program. Project Power raises diabetes awareness and offers diabetes risk reduction education in high-risk and vulnerable communities nationwide. As part of the sponsorship, participants will be given a [Withings Body Comp Scale](#), the latest smart scale innovation from Withings.

Withings Body Comp is an advanced smart scale that can accurately measure multiple biomarkers, such as body composition, cardiovascular assessment\*, and electrodermal activity assessment\*. It is the first Withings scale to measure body fat, visceral fat (the fat that wraps around your abdominal organs), vascular age\* (a daily assessment of arterial health and overall wellness), and Electrodermal Activity\* (a score that measures and assesses the sweat gland activity in your feet and that may help to manage your overall health as part of a healthy lifestyle) in one device.

The ADA's Project Power initiative is a no-cost lifestyle change program that tackles prediabetes and type 2 diabetes to help reduce its consequences. ADA first launched this initiative for kids to tackle childhood prediabetes and in 2022 extended it to adults living with type 2 diabetes, prediabetes, or at high-risk of diabetes.

Project Power for Adults is powered by HabitNu, a long-term partner of Withings, which provides evidence-based solutions, AI-based technology, live coaching, and personalized nudges to build healthy habits to help prevent and manage chronic diseases such as type 2 diabetes and hypertension. The Project Power program is funded by corporate sponsors and offered free to participants. Participants work with HabitNu's health coaches in small group settings, in-person and online, to help reduce their risk and improve their diabetes knowledge, empowering them to reach their personal health goals and build new habits.

Performing an annual comprehensive foot examination is an ADA recommendation that goes a long way in helping to prevent foot complications. Having a tool that provides a regular checkup of the Electrodermal Activity could be a way for the coaches delivering the Project Power program to encourage participants to live a healthier lifestyle by performing their annual foot check-ups with their doctors.

The addition of the Withings Body Comp means participants can get daily information not only on their weight but also on their overall health and be better equipped to understand their trends and adopt healthier habits.

"We are really proud to be partnering with the American Diabetes Association and excited about the promising impact that Body Comp could have on Project Power and its participants," said Antoine Robiliard, VP of Withings Health Solutions. "Our mission at Withings Health Solutions is to help patients

and health professionals improve outcomes. By exploring new measurements with coherent coaching, we help to ensure the people eagerly collect and act on the health information that previously may be missed.”

“We are excited to be working with Withings to bring the Project Power participant experience to the next level,” said Sherry Hill, program director for Project Power. “By bringing smart scale technology into our participants’ homes, we hope to provide personalized solutions to achieve healthier living goals to reduce the risk for type 2 diabetes and help prevent or delay its complications.”

Withings Health Solutions is a dedicated division of Withings designed to meet the needs of medical professionals, institutions, disease management programs, coaching platforms, remote patient monitoring programs, and researchers, allowing Withings devices to be integrated into third-party ecosystems.

Participants in the ADA Project Power initiative will have access to Withings Body Comp from Q2 2023. For further information, please visit Withings Health Solutions at: [www.withingshealthsolutions.com](http://www.withingshealthsolutions.com) and the American Diabetes Association at: [www.diabetes.org](http://www.diabetes.org)

\*Body Comp is a class I 510(k) exempt medical device for Bioelectrical Impedance Analysis (BIA) measurement; the EDA metric and the Vascular Age are wellness measurements and are exclusively intended to promote healthy living.

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### **About Withings Health Solutions**

Withings created the first smart scale in 2009 and has been the pioneer in connected health ever since with millions of users across more than 30 countries. Health Solutions is its dedicated division for healthcare professionals, based in Boston and Paris. Withings Health Solutions takes the complication out of running a digital health program for care teams across chronic disease prevention, remote monitoring, clinical research, and more. Withings Health Solutions gives healthcare professionals the confidence to make better health decisions. It provides continuous access to more consistent patient data through a remote patient monitoring solution and a portfolio of beautifully designed and easy-to-use devices including blood pressure monitors, connected scales, an advanced sleep system, a smart temporal thermometer, and hybrid smartwatches. We help both care teams and patients to achieve higher-quality care. For more information, visit: [www.withingshealthsolutions.com](http://www.withingshealthsolutions.com) [[Link](#)]

### **About the American Diabetes Association**

The American Diabetes Association (ADA) is the nation’s leading voluntary health organization fighting to bend the curve on the diabetes epidemic and help people living with diabetes thrive. For 82 years, the ADA has driven discovery and research to treat, manage, and prevent diabetes while working relentlessly for a cure. Through advocacy, program development, and education we aim to improve the quality of life for the over 133 million Americans living with diabetes or prediabetes. Diabetes has brought us together. What we do next will make us Connected for Life®. To learn more or to get involved, visit us

at [diabetes.org](https://diabetes.org) or call 1-800-DIABETES (1-800-342-2383). Join the fight with us on Facebook ([American Diabetes Association](#)), Spanish Facebook ([Asociación Americana de la Diabetes](#)), LinkedIn ([American Diabetes Association](#)), Twitter ([@AmDiabetesAssn](#)), and Instagram ([@AmDiabetesAssn](#)).