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Nutrition Consultant Takes the Guesswork Out of Healthy Living

New Victor business, Positive Health & Nutrition offers individual coaching to help clients achieve their health and fat loss goals with real, whole foods, not diet plans.

Victor, NY--Diet plans and health advice abound, and it can be very difficult to sort through all the conflicting opinions to get to the truth. Positive Health & Nutrition is here to help. If you drive down Route 96, just south of Eastview Mall, you may notice that a new business has come to town. Opening in February, Positive Health & Nutrition provides certified Nutrition Consulting and Fat Loss Lifestyle Coaching.

The owner, Terri Urzetta, became interested in health and fitness because of her own family history, which includes diabetes, Alzheimer's, heart disease and cancer. In 2010, she began seriously studying nutrition and quickly earned her Nutrition Consultant and Fat Loss Coach Certifications. Her desire to educate, empower and inspire others to create a lifestyle of healthy eating motivated Urzetta to open Positive Health & Nutrition.

Through one-on-one consultations and coaching sessions, Positive Health & Nutrition equips clients with the tools to achieve a whole foods lifestyle. Unlike popular diet programs that focus on portion control, Positive Health & Nutrition works with clients to create customized nutrition plans filled with whole foods. "There are so many diet plans out there that suggest eating processed, packaged foods full of chemicals and sugar. We offer a back to basics approach so you never have to think about the word "diet" again," said Urzetta.

Positive Health & Nutrition emphasizes a holistic approach to eating that helps people look, feel and perform better by improving their overall health. "We all need high quality, nutrient dense foods; this protects our metabolism, prevents overeating, provides abundant nutrition, and produces a hormonal environment perfect for burning body fat," Urzetta explained. She is passionate about helping clients to reach their wellness and fat loss goals. Nutrition is "not an off the shelf meal or diet plan" she said. The Positive Health & Nutrition philosophy is pretty well summed up by Urzetta's personal motto: Simply Eat Real Food.

Positive Health & Nutrition is located at 7353 Route 96, next to India House restaurant in the Cedar Hollow Shoppes. To learn more about the business or to find tips and articles on

cultivating a healthy lifestyle and the importance of whole foods, visit the [Positive Health & Nutrition](#) page on the Web.