

Biotherm, a division of L'Oreal, launches 'Healthy Difference' sweepstakes using Traineo.com's social media platform



Cambridge, MA (PRWeb) March 14, 2007 – Traineo.com (www.traineo.com), the web's fastest growing online fitness community has partnered with Biotherm, a luxury division of L'Oreal, to launch an online sweepstakes via a traineo group branded for Biotherm's new Healthy Difference line of skin care products. Members of the group participate in the sweepstakes at no cost and can pledge to make a Healthy Difference in their lives while helping others through a Biotherm charity initiative for the Lollipop Theater Network.

The screenshot shows the Traineo website interface. At the top, there is a navigation bar with links for Home, Members, Library, Forums, and Help. Below this is a user profile bar indicating the user is a member for 7 months and 1 day, with a link to their traineo homepage. The main content area features a group titled 'Biotherm Will Help You to Make a Healthy Difference'. A progress bar shows that 29 healthy differences have been made by traineo users towards a goal of \$5,000. A 'Grand Prize' section describes a 4-day, 3-night stay at the Green Valley Spa and Resort. Below the progress bar, there are two user commitments: Sue NJ, who committed to training to ride a century in August, and Jonathan mcLean, who committed to cycling to work at least 3 times a week instead of driving. A 'Lollipop Theater Network' logo is also visible.



Each member of the Healthy Difference group (<http://healthydifference.groups.traineo.com>), which is featured in the thriving network of thousands of members in the traineo health and fitness community, has the option of entering into the Healthy Difference sweepstakes for the chance to win the grand prize of an all expenses paid weekend at the Green Valley Luxury Spa and Resort in Utah.

The lucky winner of the sweepstakes will be drawn at random shortly after the close of the contest on April 7th 2007, and 200 runners-up will receive a free bottle of Biotherm's new Healthy Difference Daily Enriched Moisture Lotion.

In addition to entering the competition at no cost, users within the group have the opportunity to post a 'Healthy Difference' statement which encompasses their motivation towards making a Healthy Difference in their lives. For each entry into the Healthy Difference sweepstakes, Biotherm will donate \$1 to The Lollipop Theater Network, a New York based charity which arranges private screenings of newly released movies for children suffering from debilitating illnesses.

"Traineo provides a unique opportunity to connect directly with health and fitness-minded people who fit our brand's target audience, using our Healthy Difference sweepstakes", said Diane Maranis, Director of Marketing at Biotherm USA. "The ability for us to build a community around Biotherm and to engage members in our new moisturizer launch using the interactive tools of this social media platform is very exciting for us."

"By using traineo's social media technology to build a community around the Healthy Difference sweepstakes, Biotherm can create an interactive brand relationship centered around their new product launch," said Alasdair McLean-Foreman, CEO of traineo. "The permission-based nature of our branded social media platform means this relationship is 100% opt-in and completely in line with support and motivation aspects that our users are looking to find at traineo."

About Traineo.com

Traineo.com is a free and intuitive weight loss application that offers effective exercise and diet visual tracking tools. More than a simple training log, traineo.com also provides members with a built-in support system through its social networking community. Members can choose up to four 'motivators' who receive weekly email updates outlining the member's progress toward his/her weight loss goals. Traineo.com also offers resources and tips from the world's leading health and fitness experts through a database of articles and within the active discussion forums. Traineo.com was launched in August 2006 by HDO Group LLC.

About Biotherm

Biotherm and Biotherm Homme are two brands that help thousands of men and women tap into a new energy that recharges the skin, the body and spirit. Each Biotherm skincare routine is an invitation to discover visibly purer, healthier, and younger-looking skin, day-after-day. Created in Monaco in 1950 and then purchased by the L'Oréal Group in 1958, Biotherm has established itself as a leader in biologically-based skin care for beautifully healthy skin. Today, the brand is represented in over 60 countries, with exceptional success around the world.

About HDO Group LLC

HDO Group LLC is a provider of innovative health and fitness technology and services via the internet. Founded by Alasdair McLean-Foreman, whilst studying at Harvard University and competing for England in Track and Field, HDO Group LLC was formed in 2000 with a mission to offer an exciting new dimension to consumers in health and fitness markets.

Technology by BluBolt

HDO Group LLC partnered with UK based BluBolt (www.blubolt.com) to develop the technical components of traineo.com. For more information on the technology behind traineo.com please visit www.traineo.com/blubolt.

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