



## **Exclusive Food Scale By Better Brighter Ideas Hits Kitchens Across The Nation**

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Better Brighter Ideas, a business in East Lansing, MI, is currently holding a sale on their food scale. The scales are currently available for just \$29.97, which is 62% off the usual price of \$79. The sale will run for the next five days only, so the heat is on.

"We have been getting wonderful feedback from customers about our scale", says Nina Bailey from Better Brighter Ideas. "They love the quality and performance, and the look of the scale."

Customers have indeed been commenting regularly on how easy the scale is to use. As such, the flash sale is also a way to say thank you to those who have already purchased it and who may want another one as a gift, or a useful spare. Indeed, since first being released, the scales have had over 100 positive reviews on Amazon, which is highly impressive.

"This scale is compact so it will take up very little room on your kitchen counter", says one customer, Dawn. "It measures approximately 6 inches by 8 inches, and has an auto shut off feature. The thin, sleek design also makes it easy to use and move where I need it. Don't let that make you think this is a wimpy scale. It can

handle weights up to 11 pounds and the surface can be wiped down very easily."

Better Brighter Ideas currently sells exclusively on Amazon. This means that any Amazon Prime customer will be able to receive free shipping. Furthermore, any purchases over \$35 also come with free shipping. As such, it is actually possible to purchase the scales for an even lower amount.

The scales have been consistently accurate in various tests, which is something that many users have also noted. However, some users felt it was too hard to read the display. In response, the Better Brighter Ideas has made their display larger, as well as ensuring that the lights themselves are brighter.

"No fingers prints smooth digital touch easy to use used my multiple times the first day that came in mail", says another customer, Jennifer. "Once you can weigh your food you will know exactly what you take in calorie wise and it will be 100 times easier to lose weight and meet my goals. Having this scale is vital to my success, having an accurate scale is very crucial."

The kitchen scale is also very hygienic, as it is easy to clean. This is important, as it is often used with various ingredients, from vegetables to meats to spices, which should not contaminate each other. Furthermore, it is a highly durable scale, which is guaranteed by its two year manufacturer's warranty. To celebrate the fact that they have received so many positive reviews, the scales currently come with a free measurement guide and access to a healthy eating guide.

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For more information about Better Brighter Ideas, contact the company here: Better Brighter Ideas Nina Bailey 517-580-0808 [media@betterbrighterideas.com](mailto:media@betterbrighterideas.com) P. O. 243 East Lansing MI 48826

## **Better Brighter Ideas**

*Better Brighter Ideas is an e-Commerce business that offers a premium products such as the BBI Kitchen Food Scale that helps people properly measure their food for portion control and cooking with accurate measurements.*

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