



The Balancing Act airing on Lifetime Takes Shortbread to Dessert, Security to Cloud, Aloe to Wrinkles, Keratin to Hair

Walker's Shortbread, Virtual World Computing, The Aloe Source, and New Vitality Take Center Stage on November 13th Show with Host Julie Moran and Chef Sara Mouton

(Pompano Beach, FL – CISION – November 11, 2013) Popular morning show The Balancing Act® airing on Lifetime® TV welcomes some of the hottest names in shortbread, securing online browsing, aloe vera, and frizz-free hair treatments to the show airing on Wednesday, November 13th at 7:00 a.m. (ET/PT). Make sure to tune in as The Balancing Act hosts help jump start the day with animated conversation, lively demonstrations, recipes and trusted information to empower a woman's life. This show re-airs on November 20 at 7:00 a.m. (ET/PT).

Don't miss these featured segments taking center stage on The Balancing Act:

- Designer Desserts with Walker's Shortbread

Combine old and new traditions this holiday season by creating sweet and delicious desserts with shortbread. Celebrity Chef and Cookbook author Sara Moulton joins The Balancing Act host in the kitchen to learn about the tradition behind the shortbread – the Walker family has been producing the world's finest shortbread since 1898 – and to see Chef Moulton mix up unique recipes using Walkers Shortbread as a prime ingredient for tasty treats like strawberry shortcake. <http://www.walkersus.com>

- Private Online Browsing and Shopping with Virtual World Computing

Are you ready to shop for online gifts? Is your computer really safe from viruses, malware and seemingly innocent cookies that track your every move to and from a Web site? Most computer users fail to realize that the computer's anti-virus software cannot fully protect, and also results in a computer mailbox filled with spam. Which explains why taking security "to the cloud" offers a level of protection resident software may not. Julie Moran sits down with Virtual World CEO Jeff Bermant to talk about "Cocoon" – a FREE plug-in – bringing a whole new level of security and protection to your website surfing and shopping for you and your family. <http://www.getcocoon.com>

- Skin's Fountain of Youth? Back to Nature with The Aloe Source

Can the secret to the fountain of youth be found in the aloe vera plant? Allison Kusenberger, a beauty queen winner and Erv Terwilliger of The Aloe Source join us to discuss the incredible benefits of the aloe vera plant on our skin. The possibilities are nearly endless. Aloe is nutrient-dense and contains an impressive amount of vitamins – making it a super star when it comes to nourishing our skin. The Aloe Source offers a full line of skin, body and nutritional products, aimed at helping your inner health and outer beauty. <http://www.thealoesource.com>

- Less Frizz with BioLustre from New Vitality

How do you manage your frizz? Did you know that traditional keratin treatments are filled with formaldehyde, which has been shown to be harmful to your hair and your health, and is so dangerous it is even illegal in many cities? Rick Wellman, Hair Stylist and Colorist to the Stars joins The Balancing Act to introduce Biolustre, a formaldehyde-free keratin treatment that is made with a unique and exclusive polymer formula. It's now available for use at home! <http://www.LessFrizz.com>

About The Balancing Act® airing on Lifetime Television

Now in its 6th year, The Balancing Act® continues to empower women in all aspects of their lives. The mission at The Balancing Act is simple - the show strives to help today's modern woman balance it all by bringing them exceptional solutions to everyday problems. Entertaining, educational and trusted by women, viewers can tune in to America's premier morning show The Balancing Act on weekday mornings at 7:00 am (ET/PT) airing on Lifetime television. For additional information or to view a segment visit: www.thebalancingact.com

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For more information regarding branded entertainment: <http://o2mediainc.com/Pages/187/Branded-Entertainment>

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