



## **Decas Botanical Synergies Introduces New Fruitaceuticals® Line Of SuperCharged SuperFruits**

**Carver, MA (September 25, 2007)** — Decas Botanical Synergies, LLC announced today the introduction of Fruitaceuticals®, the next generation of all-natural, nutritionally supercharged superfruit products. Fruitaceuticals, a registered trademark of Decas Botanical Synergies, LLC, is a new line of consumer products that supercharge popular superfruits with nutrition-enhancing natural ingredients. Fruitaceuticals will launch in natural food stores with an initial offering of two cranberry-based dried fruit products, PomaCrans™ and OmegaCrans®.

PomaCrans is a health-promoting combination of two superfruits—cranberries and pomegranates. Cape Cod Cranberries are supercharged with an infusion of premium whole pomegranate juice, which provides the added benefits of pomegranate antioxidant compounds called punicalagins. A quarter-cup serving of PomaCrans delivers the antioxidant power of one 8-ounce glass of cranberry juice cocktail plus two fresh pomegranates.

OmegaCrans is a nutritionally enhanced combination of cranberries and cranberry seed oil for a uniquely balanced source of Omega 3-6-9. A quarter-cup serving of OmegaCrans delivers the antioxidant power of one glass of cranberry juice cocktail, with 30% less calories, about half the sugar and over 500 mg of healthy Omegas.

“Healthy snacking is increasingly becoming an on-the-go market,” said Doug Klaiber, Chief Operating Officer of Decas Botanical Synergies. “Fruitaceuticals supercharged superfruits are uniquely appealing to health conscious consumers looking for premium foods that deliver on health, convenience and taste. Our new cranberry-based PomaCrans and OmegaCrans are exciting Fruitaceuticals offerings that will redefine the dried fruit category.” According to Klaiber, today’s consumer recognizes that cranberries are inherently healthy and well-known for their antioxidant and anti-adhesion support of urinary tract, oral, and gastro-intestinal health. “Our first two Fruitaceuticals products leverage these health benefits while also providing a pomegranate-antioxidant or Omega 3-6-9 supercharge,” said Klaiber. Available in 4-ounce gusseted bags, Fruitaceuticals® PomaCrans and OmegaCrans can be enjoyed right out of the bag, mixed with cereal or yogurt, or tossed into a salad or trail mix.

According to Klaiber, the Fruitaceuticals line will expand into other categories. “Fruitaceuticals has a healthy future ahead of it. Wherever superfruit products are found, we plan to be there with Fruitaceuticals.”

## **Fruitaceuticals Launch**

The launch of Fruitaceuticals is scheduled for the Natural Products Expo East show in Baltimore, Maryland on September 27-29, 2007. PomaCrans and OmegaCrans will be available for sampling at the show and in natural food markets nationwide soon thereafter. Decas Botanical Synergies will conduct consumer advertising and public relations to support the launch.

## **About Cranberries**

Cranberries are packed with antioxidant and anti-adhesion-promoting phytochemicals called proanthocyanidins (PACs). Cranberry-proanthocyanidins work to help combat free-radical damage in the body as well as providing bacterial anti-adhesion protection.

## **About Decas Botanical Synergies**

Headquartered in Carver, Massachusetts, Decas Botanical Synergies, LLC is a subsidiary of Decas Cranberry Products, Inc. Decas Botanical Synergies is a leader in the development of fruit-based powders, extracts and oils that offer maximum quality and proven health efficacy. For additional information, visit [www.fruitaceutical.com](http://www.fruitaceutical.com) and [www.decasbotanical.com](http://www.decasbotanical.com).

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