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Supercharged Superfruit Summer Snacks for Kids *New from Fruitaceuticals®*

Carver, MA June 9, 2008 — Make this the summer you change your kids' snacks from super-sugar to super-fruit. It's easy, thanks to new **Fruitaceuticals**, the delicious new line of premium, all-natural, supercharged superfruit snacks.

"Kids love eating anything that's supercharged --- even if it's good for them!" said Dan Souza, Director of Sales and Marketing of Decas Botanical Synergies. "Fruitaceuticals deliver just the right combination of sweet and chewy to make this a snack they'll ask for daily."

Available in handy re-sealable pouches, Fruitaceuticals come in two varieties of all natural Cape Cod cranberries supercharged with antioxidant rich pomegranates or healthy Omegas.

- **PomaCrans™** features cranberries infused with premium whole pomegranate juice, which provides 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, a uniquely balanced source of Omega 3-6-9. A quarter-cup serving delivers the antioxidant power of one glass of cranberry juice cocktail, with 30% less calories, nearly half the sugar, and over 500 mg of healthy Omegas.

"Parents who are looking for ways to help their kids develop healthy eating habits can get a big boost with Fruitaceuticals. They help kids start to eat more fruits on a regular basis, and improve their daily nutritional intake as well," said Souza.

He noted that studies have found that cranberries are loaded with antioxidants and anti-adhesion-promoting phyto-chemicals. They help fight free-radical damage in the body, provide bacterial anti-adhesion protection, and support urinary tract, oral, and gastro-intestinal health.

Kids enjoy **Fruitaceuticals PomaCrans™** and **OmegaCrans®** right out of the bag, mixed with cereal or yogurt, or tossed into a salad or trail mix. Look for them at \$4.99 per four-ounce re-sealable plastic pouch in leading supermarkets, natural food grocers and convenience stores, as well as at www.amazon.com. For further information, visit www.fruitaceutical.com.

**MEDIA: for product samples, photos or interviews, contact
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