

Media Release

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Introducing NEW Lifestream CC Flax... a truly unique, 100% organic superfood for women.

Lifestream CC Flax is a 100% organic, unique superfood for women now available in Australia. It's different from most supplements for women because it blends three of nature's most powerful, nutritious, protective and balancing whole foods - *certified organic flaxseed, cranberry and calcium* - into a delicious and easy to absorb powder which can be added to food or drinks.

Recent research has confirmed that flaxseed (linseed) is an outstanding nutritional food, because it is rich in phytonutrients, omega 3 fatty acids, fibre and lignans (an important group of nutrients found in seeds, grains and vegetables). The flaxseed in Lifestream CC Flax has been shown to contain twice the lignan content of standard flaxseed.

Cranberry has long been used for urinary tract health. The cranberry in Lifestream CC Flax is produced from the seeds of the Canadian Cranberry. These certified organic cranberry seeds provide all the goodness of the fruit, with higher concentrations of complete protein and essential fatty acids and they have potent antioxidant activity.

A woman's bones need extra care throughout her life to help preserve bone mass and our Western diet usually does not provide enough calcium. The calcium in Lifestream CC Flax is made from a certified organic sea vegetable called *Lithothamnium calcareum*. The natural

calcium powder is 32-34% pure calcium and is highly absorbable due to its exclusive and unique porous structure and the presence of important trace minerals and co-factors. Lifestream CC Flax is free from hydroxyapatite (crushed cow bones), limestone and chalk (commonly used as sources of calcium for supplements).

With busy lifestyles and many demands on their time, most women need a little assistance in looking after their own health. Lifestream CC Flax is an easy to use superfood that can help provide vital nutrients quickly. It's suitable for women of all ages - from teens to post-menopausal - as the unique formulation can help normalise the menstrual cycle, manage menopause and lower the risk of osteoporosis.

Simply sprinkle a heaped teaspoon of Lifestream CC Flax onto your morning cereal or any daily meal, or add it to juice, milk or yogurt. It tastes great and is easily and quickly absorbed by the body for maximum nutritional impact.

Lifestream CC Flax is 100% certified organic and natural, GMO-free, vegetarian/vegan and it contains no artificial additives, preservatives or colours. It is now available nationally at selected pharmacies and health food stores. The RRP for 200g (more than one months' supply) is \$19.95.

Lifestream CC Flax is distributed by leading Australian distributor of premium quality complimentary health products, Planet Health.

Media only:

For further information, please contact Margot Gorski at PR Matters on (03) 9533 6783 or 0412 393 394, or by email at margot@prmatters.com.au