

## Media Release

April, 2010

### At Last, the *Ultimate* Food Supplement!

Are you getting your 10+ serves of vegetables every day? Can you be confident that your diet provides you with your daily nutritional requirements?

For most of us, eating well every day is a challenge and we simply do the best we can.

Lifestream International has launched *Ultimate Veggies*, a great tasting, highly concentrated, superfood blend of six nutritious vegetables: broccoli, spinach, beetroot, cabbage, carrots and parsley to supplement our nutritional needs in a busy and often stressful lifestyle.

Lifestream Ultimate Veggies is nutritious because:

- Broccoli and cabbage belong to the Brassicaceae or crucifer family of vegetables and have an important role to play in human nutrition. Broccoli also contains the compound glucoraphanin, which is a protective phytonutrient well known to support the human innate immune system
- Spinach has a high nutritional value and is extremely rich in antioxidants
- Beetroot is used traditionally for healthy heart and liver function and to aid digestion
- Carrots are famous for their rich beta-carotene content
- Parsley has detoxifying properties and contains natural vitamin C

Lifestream Ultimate Veggies is a great source of minerals, vitamins and phytonutrients and is rich in natural plant chlorophyll - a green plant pigment with antioxidant activity and cleansing and balancing properties - and carotenoids - natural plant pigments that have important antioxidant activity, helping to counteract the damage caused by free radicals.

Lifestream Ultimate Veggies provides almost the same nutritional value as the fresh vegetables from which it's made. That's because the slow, air-drying process preserves nutrition while evaporating water, so the nutritional content of the dehydrated vegetables is almost identical to that of fresh. In fact, much like snap freezing, the drying process can actually increase the carotenoid availability of some vegetables.

There are no fillers or artificial additives of any kind in Lifestream Ultimate Veggies and a natural herbal antioxidant is used to preserve the nutritional components.

Lifestream Ultimate Veggies is a great way to add nutritional punch to your diet. It's ideal for people working long hours or not getting enough vegetables and it tastes great – just like veggie soup!

Lifestream Ultimate Veggies is 100% natural, vegetarian and vegan, contains no GM materials and is gluten, dairy and animal free. Just launched in Australia, it's available now from leading health food stores and selected pharmacies.

Look out for:

120g powder (30 days supply)      RRP \$32.95

200 capsules (40 days supply)      RRP \$59.95

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

## BACKGROUND INFORMATION

### About Lifestream International

Lifestream International, now a household name in premium natural health products is the company that first brought Spirulina to Australia. Based in New Zealand, it has been servicing the natural health market for 27 years. See them at [www.lifestream.co.nz](http://www.lifestream.co.nz)

### About Planet Health

Planet Health, a niche distributor of natural health products selected for their quality, reputation, innovation, ethics and philosophy distributes Lifestream products in Australia. See them at [www.planethealth.com.au](http://www.planethealth.com.au)