



**FRUIT**  
ESSENTIALS®

FOR IMMEDIATE RELEASE

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### **Add a Boost of Omega 3-6-9 to Your Food With Cranberry Seed Oil**

*Cranberry seeds are only the size of a pinhead, but provide the “good fats” and antioxidants that we need in our diets.*

July 23, 2008 – New Richmond, WI – Fruit Essentials, Inc. has released a bottled version of their cranberry seed oil, which will allow consumers more convenience and flexibility for blending into foods and body care products. Cranberries have long been known for their healthy antioxidant properties, and cranberry seed oil offers nutrients significantly different from those found in common cranberry products such as juices, whole berries or sweetened and dried cranberries.

“Our customers have told us that they want to be able to use the oil in more ways than just as a dietary supplement,” said Bradley Lutz, Manager of Sales & Marketing for Fruit Essentials, Inc. “Offering this convenient solution provides infinite ways to bring the benefits of fruit extracts to people’s lifestyles.”

Cranberry seed oil boasts several unique properties that make it desirable. In addition to being an abundant source of omega 3, 6 & 9 fatty acids, it’s packed with antioxidants, including all 8 isomers of vitamin E. Cold-pressed cranberry seed oil has been noted as the most unsaturated oil available, as well as the richest known source of tocotrienols.

Consumers who associate omega oils as commonly ‘fishy’ or rancid need not be concerned; cranberry oil remains fresh, without refrigeration, for up to 2 years. Because of its ‘neutral’ taste, cranberry oil blends well with salad oils, smoothies, yogurt, olive oils, snack foods and more. Being fruit based, the oil is naturally vegetarian-friendly.

The abundance of vitamin E and omega-3 also makes cranberry seed oil a great addition to body care products. Remarkable trans-dermal and emollient properties allow the oil to function well in lotions, soaps, shampoos, or applied directly to the skin and hair.

Cranberry seed oil from Fruit Essentials is available in an 8oz bottle with a flip-top pour spout, and retails at \$34.99. It is available immediately on [www.fruitessentials.com](http://www.fruitessentials.com) and at select grocery and health food stores nationwide.

About Fruit Essentials, Inc – Fruit Essentials develops products using fruit seed extracts to tastefully enrich foods, supplements and pet products for the active, health conscious consumer. More information (as well as where to buy locally) may be obtained online at [www.fruitessentials.com](http://www.fruitessentials.com) or by calling (877) EAT-FRUIT.

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