

SoyNut Butter Offers Alternative to Peanut Butter

The SoyNut Butter Company recently began offering its peanut butter substitute: I.M. Healthy SoyNut Butter.

Made with roasted soybeans, I.M. Healthy SoyNut Butter mimics the taste and texture of peanut butter but contains 25% less fat than peanut butter and up to 50% less saturated fat. And like all the SoyNut Butter Company products, I.M. Healthy SoyNut Butter meets the specific needs of individuals and institutions concerned with food allergies as the spread is peanut, tree nut, gluten, egg, and dairy free.



For more information, visit www.soynutbutter.com.

Smartphone Scale Monitors Weight, BMI

The Heart Rate Watch Company has added the Wahoo Balance Smartphone Scale to its iPhone fitness offerings to deliver accurate weight and BMI data.



The scale offers up to 16 user profiles and has an internal memory that holds up to 130 weight measurements, meaning users can weigh themselves without the iPhone and later sync it. Various compatible apps can track and graph weight and BMI over time.

The scale works with a variety of software, including TargetWeight for Adults, TargetWeight Pro, TactioHealth, iBody, Monitor Your Weight, and the Wahoo Wellness app.

For more information, visit www.heartratewatch.com.

Kaurina's Kulfi Satisfies a Sweet Tooth

Kaurina's Kulfi, a traditional Indian dessert, is hitting the market for consumers looking for a healthful, all-natural, and gluten-free alternative to ice cream.

Made of pure cooked milk, cane sugar, and natural flavoring, Kaurina's Kulfi has fewer calories, sugar, and fat. It differs from ice cream because it's not whipped, so there's no air, and it lacks ingredients such as eggs, gums, and stabilizers normally used to hold structure. Kaurina's brand uses organic milk from vegetarian-fed cows that's free of hormones, antibiotics, and preservatives.

Kulfi has about 140 kcal per serving and comes in flavors such as Vanilla, Mango, Chocolate, Malai, Pistachio Almond, and Chikoo.

For more information, visit www.kaurinas.com.

ACTIVATE Defend Boosts Immunity

ACTIVATE Defend, a nutrient-enhanced water beverage, is now available in Orange and Raspberry Citrus flavors.

With an innovative twist cap that releases nutrients when opened, ACTIVATE Defend offers an immunity health boost with 50 mg of *Echinacea* extract, which supports the immune system and reduces the chance of catching a cold, as well as zinc, electrolytes, and vitamins C, A, E, B₅, and B₁₂.

For more information, visit www.activatedrinks.com.

MINOR'S Beef Demi-Glace Sauce Adds Flavor

MINOR'S recently released Beef Demi-Glace mother sauce, which can add flavor to any meal. With a blend of reduced-fat beef stock, tomato, and onion, Beef Demi-Glace can easily transform into madeira or hunter sauces or can be turned into something entirely new to go with beef, lamb, poultry, pork, and vegetables. Beef Demi-Glace has no added MSG, artificial flavors or colors, trans fat, or cholesterol.

For more information, visit www.flavormeansbusiness.com.

Cardioiva Probiotic Helps Reduce Cholesterol

Cardioiva is a natural, over-the-counter probiotic supplement that has been shown to help reduce total and LDL cholesterol levels through the microbiome in the gut.

As a small, easy-to-swallow capsule, Cardioiva has no unpleasant aftertaste and only 1 kcal per capsule.

For more information, visit www.mycardioiva.com.





New Bread Made With Live Grains, No Flour

Made with freshly sprouted, certified organic live grains, Food For Life's new Ezekiel 4:9 Flax Sprouted Whole Grain Bread showcases an abundance of sprouted flaxseeds.

The bread doesn't contain flour, conditioners, additives, preservatives, artificial flavors or colors, or added fat. It's made with filtered water and is low glycemic, diabetic friendly, pH balanced, and kosher certified.

Each slice of bread contains 90 mg of omega-3s, 5 g of protein, 4 g of dietary fiber, and 18 amino acids from vegetable sources.

For more information, visit www.foodforlife.com.

Balance Bar Announces New Dark Chocolate Line

Balance Bar Company recently announced its new Balance Bar Dark line, available in Dark Chocolate Crunch, Dark Chocolate Coconut, and Dark Chocolate Peanut flavors.

The new bars are high in protein; kosher; gluten free; and contain 4 g of fiber per serving. They also carry the Rainforest Alliance Certified seal for their cocoa.

For more information, visit www.balance.com.



ENERGYbits Protect Heart Health

Bits of Health Inc has released ENERGYbits, tabs that can improve heart health and lower blood pressure while increasing energy and preventing mental fatigue.

ENERGYbits are 100% spirulina algae—containing just 1 kcal per tab—and can be easily swallowed or chewed on the go. Like fish oil, they boast omega-3s, and they have the second highest concentration of gamma linolenic acid, an essential fatty acid. They also contain a high concentration of protein, chlorophyll, antioxidants, and electrolytes as well as 40 other vitamins and minerals.

The tabs are toxin free and environmentally friendly because they're grown organically in freshwater tanks.

For more information, visit www.energybits.com.

Good Karma Debuts Milk Alternative

Good Karma recently introduced Protein + Flaxmilk, a milk alternative with 1,200 mg of omega-3s and 5 g of protein per serving.

The milk alternative is cholesterol, sugar, gluten, GMO, and allergen free as well as kosher, vegan, and low calorie. It also has as much calcium as milk.

For more information, visit www.goodkarmafoods.com.



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