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FOR IMMEDIATE RELEASE

L.O.V.E. SUPER MEAL APPROVED BY DIABETES RESOURCE CENTER

Purium's new low-sugar meal replacement could prove valuable in the fight against diabetes

City, State – Date: The Diabetes Resource Center, Inc. has issued its "Seal of Approval" to a new low-sugar, gluten-free meal replacement from Purium Health Products called L.O.V.E. Super Meal. L.O.V.E. has been available for purchase throughout the United States since May 1, 2012.

Purium Health Products created the new, 100% organic-certified, gluten-free, non-GMO, low-sugar meal replacement called L.O.V.E. – Live. Organic. Vegan. Energy. – to provide a safe and healthy food alternative for the tens of millions of diabetics in the United States. L.O.V.E. Super Meal delivers 20 grams of protein, 9 grams of fiber and only 2 grams of naturally-occurring sugar in its 210 calories. With high levels of essential fatty acids and antioxidants, L.O.V.E. represents the next generation of great-tasting, highly-nutritious food options for diabetics and pre-diabetics. L.O.V.E. is a 100% vegan formula with 36 ingredients that contains no dairy, no soy, no artificial colors, no artificial flavors, no artificial sweeteners, no binders, no fillers, no preservatives, no excipients, no irradiated ingredients and no synthetic ingredients whatsoever. The company's purity efforts were rewarded by the Georgia-based Diabetes Resource Center with its Seal of Approval.

The American Diabetes Association, the Centers for Disease Control and Prevention, the journal *Pediatrics* and many other prestigious research organizations and news sources have identified a dramatic increase in the diagnosis of diabetes and pre-diabetes. The American Diabetes Association now estimates that more than 100 million American men, women and children are either diabetic or pre-diabetic. That's nearly 1/3 of the US population.

Purium Health Products is based in Long Beach, CA and manufactures dozens of whole food-based supplements in addition to the L.O.V.E. Super Meal. Purium has Independent Distributors throughout the United States and Canada representing the company and its natural products. The company provides its Distributors with a Gift Card Marketing System to offer free samples to prospects interested in trying L.O.V.E. and the other Purium products. Purium's owner and founder David Sandoval is the author of *The Green Foods Bible* and travels the globe lecturing on the importance of living food. "Diabetes is a terrible, but mostly man-made disease. We are excited that L.O.V.E. has been recognized as part of a potential all-natural, food-based solution," said Sandoval.

The Georgia-based Diabetes Resource Center, Inc. is a non-profit organization of health care providers dedicated to improving the quality of life for diabetics and others. In addition to the prestigious Seal of Approval, the Diabetes Resource Center provides education, resources, referrals, and support to diabetics, their loved ones and health care providers. Diabetes Resource Center, Inc. recognizes that regulations and standards are necessary to protect the public from unacceptable and unsafe products and programs for diabetics. For this reason the Seal of Approval was developed.

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