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**Media Contact:**

Russ Rizzo  
303-951-2561  
rrizzo@linhartpr.com

**True Organics USA Launches Reformulated Organic Super Food Drink Mix**

*Maker of organic super foods chooses probiotic ingredient, GanedenBC<sup>30</sup>, to boost digestive benefits of its popular product Bee Sure – America’s #1 Super Food Drink Mix.*

**SEATTLE, WA (October 30, 2008)** – True Organics USA, with its line of organic super foods, today announced the introduction of its reformulated Bee Sure nutritional drink mix, now containing Ganeden Biotech’s revolutionary patented probiotic to support digestive health.

[Bee Sure](#) is a daily use nutritional drink mix that is 70 percent protein and can be added to water, juice and other drinks. This mix contains more than 200 nutrients, including natural bee pollen and organic spirulina, two of the world’s most nutrient dense whole food sources which contain nearly all of life’s important building blocks.

To boost Bee Sure’s ability to improve digestive health, True Organics USA has added the probiotic, GanedenBC<sup>30</sup>, a patented strain of Bacillus coagulans from Ganeden Biotech. Bee Sure now contains the probiotic GanedenBC<sup>30</sup>, organic prebiotics and five types of enzymes specifically aimed at helping improve digestive health.

Probiotics are beneficial bacteria which work within the digestive tract to help improve digestive health and boost immune function. Probiotics have been shown to improve uncomfortable symptoms often associated with digestive distress, such as gas, irregular bowel movements, bloating and general discomfort that millions of Americans must deal with on a regular basis.

“From children to the elderly, it seems as though everyone is suffering from some type of digestive problem,” True Organics USA president David Lofton said. “Our diets are often wreaking havoc on our digestive system. - Bee Sure enhanced with GanedenBC<sup>30</sup> is a natural way to fight back and gain digestive and overall intestinal health.”

With the addition of probiotics to its other natural, healthy and all-organic ingredients, Bee Sure offers a long list of benefits to the body. Taken daily, the drink mix can help improve digestion, increase stamina, fight aging, detoxify the body, rebuild tissue and boost immunity.

True Organics USA chose GanedenBC<sup>30</sup> to be included in Bee Sure over other probiotics because of its proven safety record and ability to remain viable without refrigeration.

“I was at a loss to find a probiotic that would work perfectly with our BEE SURE product until I found GanedenBC<sup>30</sup>,” Mr. Lofton said. “Most probiotics on the market aren’t designed to survive the manufacturing process, much less sitting on a shelf for any period of time. GanedenBC<sup>30</sup> is unique in these respects and research shows it is highly effective and efficient.”

GanedenBC<sup>30</sup> has a long history of safe use. After careful evaluation of safety and clinical data by an independent panel of experts it has been designated as self-affirmed GRAS (generally recognized as safe). In contrast to other commonly used probiotics, GanedenBC<sup>30</sup> can easily withstand industrial food manufacturing processes, extreme temperatures and product shelf life requirements of more than two years.

“GanedenBC<sup>30</sup> is the perfect addition to Bee Sure,” said Andy Lefkowitz, CEO of Ganeden Biotech, the maker of GanedenBC<sup>30</sup>. “Our probiotics are able to survive harsh manufacturing and stomach conditions and reach both the upper and lower regions of the digestive tract where they can provide the greatest benefit to consumers.”

Bee Sure is available in health food stores nationwide and at [www.trueorganicsusa.com](http://www.trueorganicsusa.com). A one-month supply costs only \$29.95. Users consider this to be money well spent as BEE SURE contains over 200 nutrients, making it possible to discontinue purchases of other packaged supplements which they used to buy. One serving of BEE SURE provides so much!

### **About True Organics USA**

True Organics USA, based in Seattle, Washington and owned and operated by David A. Lofton, had its humble beginnings in 1995 as a company named Super Food Concepts. Under the leadership of Mr. Lofton, Super Food Concepts grew to the position of No. 1 in sales of super food drink mixes, in the greater Seattle area health food stores, health clubs and smoothie bars with the company’s flagship product, Bee Sure. After seeing the need for highly nutritional products containing no pesticides, no herbicides, no hormones and no antibiotics, Mr. Lofton founded True Organics USA in June of 2008. True Organics USA has partnered with many of the largest and most responsible organic and natural products producers in America and around the globe to bring truly organic products to the public in a way that has not been envisioned before now. For more information about this amazing life supporting product, Bee Sure, now containing the probiotic GanedenBC<sup>30</sup> and its life enhancing benefits, simply visit this website, [www.trueorganicsusa.com](http://www.trueorganicsusa.com) today.

### **About Ganeden Labs**

Established in 2006, [Ganeden Labs](http://www.ganeden.com) is the licensing and development division of Ganeden Biotech, the largest seller of over-the-counter probiotic bacteria in the United States. Ganeden Labs makes proprietary, patented probiotic technology available for use in innovative products in a wide range of industries. Ganeden Labs also maintains an extensive intellectual property portfolio with patent and trademark protection for an array of technologies all over the world. GanedenBC<sup>30</sup> and its related patents

are available for license in functional foods, beverages, nutritional supplements, animal health products and products for topical applications.

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