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Lifelce Bite-Sized Ices Offer Consumers a Secret Snacking Weapon to Make New Year’s Resolutions a Lasting Lifestyle Change

Guilt-Free Frozen Mini-Popsicles Satisfy Cravings Otherwise Satiated by Less Healthy Alternatives



New York, NY – January 2014 – A groundbreaking all natural, fat free, low calorie and low sugar treat is making healthy snacking possible for diet- and health-conscious consumers. For the 38 percent of the American public who have made their New Year’s resolution to lose weight or eat healthier in 2014, Lifelce is a new and creative “secret weapon” to make that resolution stick – delivering tasty guilt-free alternative to traditional mainstream snacks. (Source: University of Scranton, Journal of Psychology).

Lifelce offers consumers a healthy frozen snack choice that is not only fat free, low in calories and low in sugars, but is also gluten-free, Kosher-certified, GMO-free and without any preservatives. Most interestingly, these “cubettes” are delivered in convenient shelf-stable ready-to-freeze trays. Throw a Lifelce tray in a purse or briefcase, head to the office and toss it into the workplace freezer in the morning. By the afternoon, there is a perfectly healthy frozen option ready to satisfy midday snack cravings. No more running to the vending machine for those salty or sugary staples that sabotage New Year’s resolutions. Bringing Lifelce to work makes it easier than ever to convert a new behavior into a routine that sticks.

And for those resolving to exercise more in the New Year, Lifelce also makes for a refreshing and guilt-free post-workout snack. Burning those calories off (and keeping them off) has never been easier. With 30 calories per serving of 24 cubettes, Lifelce make the most of exercising by offering something to come home to that won’t undo all that hard work. With a rehydrating base of coconut water, and flavorful superfood ingredients such as mangosteen, blueberry, kale, cherry and ginger, New Year’s resolutions now actually have a fighting chance to become true lifestyle changes.

THE NEW FROZEN WAY TO SNACK HEALTHY™

LIFE ICE **CITRUS CHOMP**

Serving Size:
1 Tray / 24 Cubettes

Nutrition Facts
Amount per serving: Calories 30 Calories from Fat 0

	% Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 10mg	0%
Total Carbohydrate 7g	2%
Dietary Fiber 0g	0%
Sugars 6g	
Protein 0g	0%
Vitamin A 35% • Vitamin C 8%	
Calcium 0% • Iron 0%	

*Percent Daily Values are based on a 2,000 calorie diet.

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Lifelce is available in four delicious flavors: Citrus Chomp®, Berry Bite®, Green Grind® and Chocolate Crisp®. With so many options to choose from, even the most devoted health- and diet-conscious consumer will be pleasantly surprised by this “New Frozen Way to Snack Healthy”®. (MSRP \$5.99 | 1 Carton | 2 Trays | 48 Cubettes).

To learn more about Lifelce’s innovations, benefits and competitive edge as a first-of-its-kind, healthy frozen treat, visit www.lifelce.com. Interested media may arrange a meeting with corporate management by calling (512) 382-6229 or emailing info@lifelce.com.

Lifelce is available for purchase nationwide at various retailers and online channels.

See more at: www.lifelce.com/shop/where-to-buy

About Lifelce

Lifelce is all natural, freeze & eat, bite-sized ices that are specially formulated with a variety of nutrients and vitamins found naturally in its premium ingredients. Inspired by homemade recipes and the therapeutic benefits of traditional ice chips, Lifelce offers a “New Frozen Way to Snack Healthy”. The innovation behind Lifelce delivers a flavorful punch, with a texture most like mini-popsicles, all rolled into one convenient freeze & eat treat with a 1-year shelf life.

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