



## For Immediate Release

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### Lifelce Offers a "Secret Snacking Weapon" to Make New Year's Resolutions a Lasting Lifestyle Change in 2017

*Guilt-Free Snackable Popsicles Satisfy Cravings Without Sacrificing Taste*

New York, NY – Winter 2016 – It’s a new year and time for a new you. For the 38% of the American public who will make their New Year’s resolution to lose weight or eat healthier in 2017, Lifelce offers an innovative “secret snacking weapon” to make that resolution stick. Our Cubettes are the popsicle reinvented – the first snackable, portion-controlled and guilt-free bite-sized ices.



Lifelce is not only all natural, preservative free, fat free, low in both calories and sugars (only 30 cal and 6g of sugar per 24 Cubettes), but is also gluten-free, Kosher-certified, non-GMO, vegan and diabetic-friendly – making it easier than ever to implment a lasting lifestyle change without sacrificing taste.



And, with the smoothie and juicing movement here to stay, Lifelce also functions as a smart ice cube substitute for all types of beverages. Where plain ice cubes water down flavor profiles, adding a few Cubettes instead will enhance them. Whether to top off a smoothie, brighten up the daily water intake, keep cool a homemade juice or put a healthy twist on those anytime favorites – e.g., iced café mochas, iced teas and even cocktails -- **“don’t water it down”** with Lifelce.

The biggest innovation is that Lifelce is sold “shelf stable” (aka room temperature) in unique ready-to-freeze trays. Just **Freeze. Pop. Enjoy.** No mess, no waste. Just perfectly poppable mini-popsicles allowing you to **“Ditch the Stick”** in 2017. The convenience of our Cubettes means no more vending machine runs at work. No more free-for-all "fro-yo" stops after the gym. No more late night kitchen raids gone awry. Lifelce puts an end to sabotaging New Year’s resolutions and makes it easier than ever to convert a new behavior into a routine that sticks.



Lifelce is available in four delicious flavors: **Berry Bite, Chocolate Crisp, Citrus Chomp & Green Grind.** With a coconut water base and unique combinations of Superfoods, Lifelce delivers nourishing but flavorful ingredients. Now available for purchase nationwide at various retailers, including Wegmans, Lowes Foods, H-E-B, and KINGS, as well as many online channels, such as Amazon. (MSRP \$5.99 | 1 Box | 48 Cubettes).

Interested media may arrange for more information, high resolution images, samples or a meeting with corporate management by emailing [hannfriedman@lifeice.com](mailto:hannfriedman@lifeice.com) or calling **1-855-Life-Ice**.