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For Immediate Release

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Lifelce Offers a Smart Snacking Option for a Return to Fall Fitness Routines *Guilt-Free Mini-Popsicles Satisfy Cravings Without Sacrificing Taste*

New York, NY – Fall 2016 – Second only to December, September is the most destructive month for weight gain and Autumn is the worst season for piling on the pounds. For those looking to return to fitness routines after a laid-back summer, Lifelce offers a smart snacking option in between those resurrected workouts. As the first portion-controlled and guilt-free bite-sized popsicles, our Cubettes refresh, rehydrate and satiate without sacrificing taste.



Lifelce is not only all natural, fat free, low in calories (only 30 cal for 24 Cubettes) and low in sugars (only 6g sugar for 24 Cubettes),

but is also gluten-free, Kosher-certified, non-GMO, vegan and diabetic-friendly – making it easier than ever to implement a lasting lifestyle change without sacrificing taste.

THE NEW FROZEN WAY TO SNACK HEALTHY™



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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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**” and snack smart this Fall. 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 Fall fitness routines.

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

complex but familiar flavor profiles. 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 or calling **1-855-Life-Ice**.