



Press Release

Pure Planet launches Activated Barley for Weight Loss, Energy and Immune Boosting

Long Beach, CA: Swedish company Nutritech International has given Organic By Nature, Inc. exclusivity for all of North America to develop a range of health products to showcase its new organic activated barley, which it claims has a beta-glucan content almost double that of non Activated Barley, as well as high levels of fatty acids.

“Activated” Barley was launched in December and is manufactured through a patented process that increases the beta-glucan content by 94%, according to research done at Analycen a well respected and accredited Laboratory in Europe.

Another added benefit is that the fiber forms a gelatinous medium creating a stable, steady release of nutrients, which include high levels of the antioxidant and oxygen scavenger super oxide dismutase. It also has a 5.6% omega-3 content and 4.6% omega 6 content within its micronutrient profile.

David Sandoval, President /CEO of Organic By Nature, Inc. says, “This is the ultimate slow burning carbohydrate! It is great for weight loss, energy, endurance and Diabetics plus it boosts your immune system, what more could you want?”

Scientific Support:

Research has suggested that consumption of barley is associated with lower cholesterol levels and reduction in risk of type 2 diabetes, mellitus and cardiovascular disease through its effect on glucose levels.

The activation process that makes Activated Barley increases the Beta-Glucan by 77%-94% according to recent tests, performed in July 2003 by AnalyCen in Sweden

Beta Glucan is so important and complete as an energy source for the body that the FDA stated in July of 2003 that “0.75 grams of beta-glucan soluble fiber per serving is considered a meal because it provides full nutritive value.

Activated Barley can be mixed with virtually any drink due to its neutral flavor and provides a full feeling for up to four hours! Organic By Nature, Inc. plans to market Activated Barley through Pure Planet Products and the company is reporting wide consumer interest. If you would like more information or a sample, please call (800) 695-2017.

Available in 280gm Powder
Retail Price \$22.50

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