

Tart Cherry Juice vs CherryFlex® Softgel: FruitFast® compares products

Delivering the Power of Fruit™ Naturally...is consumer's choice

Traverse City, MI— Which is the better way to get the maximum benefits from Montmorency tart cherries: with FruitFast® Cherry Juice Concentrate or CherryFlex Softgels?

It is a question that is asked frequently by those who are looking for the benefits of antioxidants found in the seasonal fruit. Add to that the fact that cherries are often hard to find in the fresh produce section of stores. For over 25 years, the company owners have been selling cherry juice concentrate, and the popularity of the fruit concentrate is what spurred co-owner Bob Underwood to develop a proprietary process and a brand new way of capturing the fruit's properties.

“We spent years experimenting with different methods to produce a product that was effective, easy to take and affordable. Believe me, it was a very long and expensive venture,” said Underwood who developed FruitFast's exclusive softgel process. “CherryFlex® is made from the whole tart cherry, mainly the pulp and skins, without the pits. The majority of antioxidants in fruits and vegetables are known to reside in the skins.”

FruitFast® Cherry Juice Concentrate is produced by warming the fruit and pressing it to capture the juice, while removing the skin, pits and water to a condensed level of 68° Brix. This is the highest concentration of cherry juice available. The juice concentrate does require refrigeration, measuring and mixing into water or other beverages. Each quart of concentrate makes 2 gallons of juice, a 32 day supply and retails for \$14.95. The estimated cost breakdown is .46 cents per day.

FruitFast® CherryFlex® Softgels utilize the whole tart cherry, including the skin and pulp, and the Certificate of Analysis indicates 112.6 mg of anthocyanins per serving,² which is four times stronger than the cherry juice concentrate. Suggested use is 1 to 2 softgels per day. A bottle of CherryFlex contains 60 softgels, a one to two month supply, for \$21.95 with a daily cost breakdown of .36 cents per softgel.

“We have thousands of repeat customers who are happy with both the cherry juice concentrate and our CherryFlex® Softgels, so it is really up to the individual what suits their own personal needs and results,” said Underwood.

For those still undecided, FruitFast® has a new liquid on the market that is the most potent combination of the cherry juice and softgel. Called CherryFlex® Liquid, this combination product includes paste from the CherryFlex® softgel and the original cherry juice concentrate. It can be taken by the teaspoonful, used in beverages, as toppings, dressings and in recipes.

Antioxidants in tart cherries:

- * Support Healthy Joint Function*
- * Support Healthy Cardiovascular Function*
- * Help Maintain Mobility and Flexibility*
- * Support A Healthy Immune System*
- * Guard Your Body Against Free Radicals*
- * Contain Natural Melatonin - Helps Maintain A Normal Sleep Cycle*

“The important thing to remember is that our products are made from premium, North American fruit, are 100% natural and contain no preservatives, fillers or coloring. Quality products and satisfied customers have always been our emphasis,” added Underwood.

FruitFast®

In addition to *CherryFlex® Softgels* and *Cherry Juice Concentrate*, FruitFast® offers Wild Blueberry IQ®, and Wonderful Pomegranate softgels. *FruitFast® Liquids* in CherryFlex®, Pomegranate and MixedBerry varieties, a selection of *FruitFast® Bars* and other dietary supplement products are available at www.brownwoodacres.com or call toll free 1-877-591-3101, Monday through Friday 8:30 to 5:00 EDT.

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¹ CherryFlex® Softgels, Certificate of Analysis, www.brownwoodacres.com

* This statement has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.