



POWER FOODS FOR THE MODERN LIFESTYLE™

FOR IMMEDIATE RELEASE

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## NAVITAS NATURALS LAUNCHES POWER FOOD ‘TWISTERS’

*The Antioxidant, Sprouted Omega, Protein, and Tropical Power Food Blends are Powders that Provide a Nutritious Boost to Smoothies, Drinks, Baked Goods, Yogurts & Breakfast Cereals*

Novato, CA (May 21, 2008) – Navitas Naturals is making it easier than ever for people to gain the optimal whole food nutrition they need to energize them throughout the day. Four new *Twister Power* blends are the latest nutrition innovations to be introduced by power foods pioneer *Navitas Naturals* ([www.navitasnaturals.com](http://www.navitasnaturals.com)). The *Antioxidant, Sprouted Omega, Protein and Tropical* Twister Power blends feature all of the hottest organic power foods including goji, acai, pomegranate, hemp, sprouted flax, sprouted chia, maca, blueberry, mangosteen, cacao, and sprouted brown rice powders.

An appetite for international food combined with the growing trend toward healthier organic options is fueling the popularity of organic ‘power foods’ from around the globe. By reintroducing ancient, natural foods to the modern Western world, Navitas Naturals is expanding the functional food category and providing options with more bio-available essential nutrients, vitamins and minerals than most supplements and chemical extracts. Each Twister Power has a unique functional nutrition profile that provides an array of essential vitamins, trace minerals, antioxidants, amino acids and/or omega fatty acids. Navitas Naturals recommends that customers blend the Twisters into smoothies, breakfast cereals, oatmeal and yogurt or use them as a nutritious flour substitute. For recipes, please visit [www.navitasnaturals.com/recipes](http://www.navitasnaturals.com/recipes).

*Sprouted Omega Twister Power* provides a healthy boost of omega essential fatty acids. Each bag contains 100% *pure chia seed, organic flaxseed and organic brown rice* powders that are vegan, gluten-free and raw. Sprouted Chia Seed is a robust vegetarian source of omega-3 and protein that is easy to digest, and this nutrient-dense superseed also has an impressive profile of vitamins, minerals and soluble fiber. Navitas Naturals uses *sprouted seed* powders because this germination process prior to low-temperature milling is proven to greatly increase nutrient content, bioavailability and absorption of vitamins, minerals, protein, beneficial enzymes, amino acids and nutrients.

*Protein Twister Power* is a powerful and delicious blend of pure *cacao, hemp and maca* whole food powders that are certified organic, kosher, vegan and raw. This unique mix combines hemp that is high in protein and omegas, antioxidant-rich cacao, and maca that benefits the endocrine system. Protein Twister Power is an energizing and nourishing smoothie mix that provides an excellent supply of vegetarian protein in a form that can be readily digested and absorbed by the body.

***Antioxidant Twister Power*** is a simple combination of whole fruit powders of pure organic ***goji, acai and pomegranate***. These remarkable superfruits are rich in essential vitamins and minerals. Studies have demonstrated that goji, acai and pomegranate have some of the highest antioxidant concentrations of any foods. Goji powder contains all the essential amino acids and is known to strengthen the immune system. Acai is also a great source of omegas. Navitas Naturals has twisted them together to provide a diverse profile of nutrients that is superior to consuming any one of them individually.

Made with organic ingredients, ***Tropical Twister Power*** features a tasty blend of ***blueberries, acai and mangosteen***. These superfruits are especially rich in antioxidants, essential vitamins and trace minerals. Tropical Twister Power also contains other popular superfruits and berries including pomegranate, goji, pineapple, black currant, acerola cherry, and lingonberry. These special ingredients were selected to create a delicious ‘real fruit’ flavor and to provide a diverse mix of complementary nutrients, vitamins and minerals in one easy-to-consumer blend. This Twister is especially easy to use as a drink mix - just add pure water.

### ***Navitas Naturals - Power Foods for the Modern Lifestyle***

Navitas Naturals’ mission is to provide premium organic power foods that increase energy and enhance health. By boosting demand for health-enhancing foods like the new Twisters, ***Navitas Naturals creates and spreads sustainable organic agriculture and economic opportunities for indigenous people***. “Our products come from the wisdom of ancient cultures and their traditional use of plants for both culinary and medicinal purposes,” says Zach Adelman, President of Navitas Naturals. “We source our ingredients directly from farmers that cultivate their crops sustainably and in accordance with fair trade practices,” he adds.

New Twister Power blends from Navitas Naturals are available in 8 oz. & 16 oz. re-sealable retail pouches for an SRP of \$13.99 to \$29.99, as well as in bulk quantities for sale to manufacturers and food service. Navitas Naturals products are widely available at retail locations throughout North America. In addition to the new Twister Power, Navitas Naturals offers a wide range of organic power foods including ***Chia Power*** (sprouted seeds), ***Maca Power*** (powder and capsules), ***Cacao Power*** (beans, nibs, paste, butter, and powder), ***Golden Power*** (Goldenberries), ***Mulberry Power*** (berries), ***Cashew Power*** (raw whole nuts) and three varieties of ***Trail Power*** snack mixes. The ***Goji Power*** line also includes dried berries, and the ***Yacon Power*** line also includes dried sliced fruit and syrup in addition to the powder. For more information please visit [www.navitasnaturals.com](http://www.navitasnaturals.com) or call 888-645-4282.