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New Products

VR's New Products section is a **FREE** service to industry members. Send new product press releases and photos to: **Editor, Vitamin Retailer** • 431 Cranbury Road, Ste. C • East Brunswick, NJ 08816
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Probiotics That Go Down Smoothly

SOUTH HACKENSACK, NJ—Evolve is a low-fat probiotic smoothie produced by Mountainside Farms, which is based on a centuries-old kefir formula. It comes in three flavors—peach, plain and strawberry—and contains 11 hand-selected live active cultures including *Bifidobacterium lactic* and *Lactobacillus acidophilus*. According to the company, Evolve (32-oz. bottle, MSRP \$3.79) is the first kefir to carry the claim "helps promote digestive health and enhance the immune system." The company is currently seeking national distribution. Circle Reader Service #49 or Call (201) 229-0500 x24

evolve™

www.EvolveKefir.com