



Press Release

FOR IMMEDIATE RELEASE

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Foods Alive Launches Organic, Artisan Cold-Pressed Black Sesame Oil

An anti-fungal, anti-bacterial, anti-viral, and anti-inflammatory oil

Waterloo, Indiana (January 30, 2012) – The leading crafters of life-giving, mineral-rich, organic food have added yet another certified organic, artisan cold-pressed oil to its lineup. Foods Alive organic **Black Sesame Oil** is Artisan-Crafted in small batches and at a very low temperature of 108-degrees (Cold-Pressed), to help preserve the taste and the benefits of the oil. Sesame has been used in the ancient Indian Ayurvedic tradition for thousands of years. The black sesame seeds are grown and harvested in Bolivia and **Foods Alive** cold-presses this wonderful organic, artisan oil right here, in the USA.

Black sesame oil has one of the richest antioxidant contents among plant oils and has been used in the ancient Indian Ayurvedic tradition for health treatments of the body, oil pulling and therapeutic massage. Black sesame oil is anti-fungal, anti-bacterial, anti-viral, and also anti-inflammatory. Unlike other sesame oils that are pressed at higher temperatures can compromise the integrity of the black sesame oil's nutrients, Foods Alive's organic, artisan, cold-pressed Black Sesame Oil is pressed at 108°F which better preserves the nutrients and antioxidants.

With its rich and creamy aromatic flavor, Foods Alive Black Sesame Oil is sure to delight your senses and nourish your body, mind and spirit. It is perfect for soups, salads, rice dishes, pasta salads or for oil pulling and therapeutic massage.

Foods Alive Artisan, Cold-Pressed Black Sesame Oil comes from 100% pure black sesame seeds that are certified organic, raw, gluten free, vegan and kosher and are packaged in an 8-ounce bottle with a suggested retail price of \$16.99. Black Sesame Oil is the newest addition to the popular Artisan Oil & Dressing line at Foods Alive, which also includes High Lignan Golden Flax Oil, Hemp Oil, Mike's Special Flax Superfood Dressing and more. Foods Alive products are available at Whole Foods Markets, hundreds of other stores across the United States, and many leading web retailers including Amazon.com and Puritan's Pride.

About Foods Alive - Food to Nourish Your Body, Mind & Soul

Since 2002, Foods Alive has been providing mineral rich and nutrient dense, organic, raw foods, making it easy for people to gain the essential nutrition needed to not just sustain, but to thrive throughout the day. Everything created at Foods Alive is of the deepest integrity, from our family to yours. For more info, please visit

www.foodsalive.com

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