



Headline News:

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Sambazon Introduces New Refreshing Antioxidant Elixir

SAN CLEMENTE, Calif., Sept. 23 /PRNewswire/ -- Sambazon, the global leader in Acai, announces the launch of a powerfully nutritious premium juice line. Antioxidant Elixir(TM) is a organic revitalizing beverage that provides powerful antioxidants and 600% DV Vitamin C, yet remains refreshingly light on calories, sugar, and contains no fat. Sweetened naturally with agave and infused with a blend of acai, acerola, and the finest organic botanical extracts, this is truly a powerful concoction of ingredients. Ideal for health-conscious consumers on the go, Sambazon Antioxidant Elixirs are the first products in Sambazon's line of organic juices containing a mere 70 calories per serving.



"We are launching Elixirs with the blessing of our female consumers," said Jeremy Black, vice president of marketing. "This is a low-sugar, all-natural acai beverage that is light enough to drink between or with meals. And the complex flavor of the Elixirs comes through in each pure and unique blend."

Sambazon Antioxidant Elixir will be offered in three exciting flavors, açai berry, açai passionfruit, and açai blackberry and will be available in 11oz bottles for \$2.99 (MSRP) in grocery and natural food stores nationwide beginning mid-Oct. 2009.

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