



GLENISK LAUNCHES "STRONG WOMAN"

A delicious new range of healthy organic yogurts for women with some surprising flavours

Glenisk, the family-owned organic dairy company has introduced Strong Woman, an innovative range of organic yogurts, created especially for women. Strong Woman combines creamy low fat organic yogurt with healthy and healing ingredients including Aloe Vera, Linseed, Green Tea and Psyllium Husk. Brendan Cleary, Glenisk's Director of Innovation created Strong Woman: "Aloe is not a typical yogurt ingredient but its benefits are well established and we were excited by the prospect of creating a new range that is both healthy and delicious. The final product has a wonderfully refreshing flavour and the feedback at tastings is remarkable - customers

who are familiar with using aloe vera only on their skin were queuing up to tell us how much they love the taste."

At less than 107 calories per pot, each yogurt also contains two probiotic cultures, l.casei and bifidus, to help promote digestive health. Glenisk Strong Woman comes in a four-pack featuring two 125g pots of Aloe Vera & Linseed and two 125g pots of Green Tea & Psyllium Husk.

Aloe Vera & Linseed is a harmonious blend of ingredients: Aloe Vera has been used for centuries for its healing and beautifying purposes while Linseed is a natural source of Omega 3, Omega 6 and Vitamin E. Omega 3 is believed to provide a range of health benefits for heart, brain and joints. Both Linseed and

Aloe are linked to healthy digestion.

Green Tea & Psyllium Husk: Known for its restorative properties, Green Tea is a natural source of antioxidants, believed to help protect the body from harmful free radicals. Experts believe that antioxidants may prevent the development of illnesses including some cancers and heart disease. Psyllium Husk is a gentle natural fibre, which helps to cleanse and detoxify the body. It is also associated with healthy blood cholesterol. Psyllium Husk helps you to feel fuller for longer and stabilises blood sugar, reducing cravings and making it easier to maintain a healthy weight.

According to nutritionist Siobhan Julian, these ingredients further enhance the health benefits of Glenisk

yogurts. "Low fat yogurt is an excellent source of calcium which is just one reason why dietitians recommend a yogurt a day. Worryingly, two out of three women currently develop osteoporosis in later life and adequate calcium intake can significantly lower the risk. Glenisk Strong Woman also contains two probiotic cultures which help promote intestinal health. The addition of Aloe Vera, Linseed, Green Tea and Psyllium Husk brings a host of health benefits. Add to this the fact that Strong Woman contains only organic ingredients and you have a wonderful snack - this is positive eating that promotes health and wellbeing."

Glenisk Strong Woman is available, priced at €2.55 per pack of four, from leading supermarkets and independent retailers.