



## Enzymedica, Inc. Launches Kids Digest(tm) and GlutenEase(tm) Enzyme Supplements

*Products to Reach New Consumer Segments: Children, Gluten/Casein Intolerant.*

PORT CHARLOTTE, FL (PRWEB) July 7, 2006 -- Enzymedica, Inc., a manufacturer of indication-specific enzyme-based finished products, has launched two new enzyme supplements: Kids Digest(tm), an effervescent powder drink mix formulated to support children's digestion at every meal, and GlutenEase(tm), an enzyme formula designed for people suffering from gluten or casein intolerance. A 90-serving container of Kids Digest has a suggested retail price of \$17.95 and a 60-capsule bottle of Gluten Ease has a suggested retail price of \$27.95. Both products are available at health and natural food stores in North America, as well as through select online retailers.

"The launch of Kids Digest not only marks Enzymedica's first children's product, but the first children's enzyme supplement available in an effervescent delivery system. This fizzy drink mix is a fun alternative to kids' digestive aids that typically come in hard-to-swallow capsules," said Tom Bohager, Enzymedica president. "GlutenEase is also a highly-relevant addition to the natural products marketplace, as more than 2 million Americans currently suffer from gluten intolerance and upwards of 30 million experience some form of dairy intolerance."

### About Kids Digest(tm):

Kids Digest is a mild-potency, plant-based digestive enzyme powder that when mixed with juice, turns into a fizzy drink that supports kids' proper digestion and nutrient assimilation. The mix contains 12 enzymes, including Enzymedica's unique Thera-blends(tm): amylase, protease, cellulase and lipase. It also contains the friendly bacteria acidophilus, and Xylitol, a natural sweetener found in such plants as cauliflower.

### About GlutenEase(tm):

GlutenEase is a plant-based enzyme formula for people suffering with an intestinal intolerance to gluten and casein found in wheat and dairy products. The blend contains DPP-IV activity, which has been shown to assist in breaking down the proteins (exorphin peptides) that are a common factor in gluten and casein intolerance. To aid in digesting sugars and starches, GlutenEase also contains amylase Thera-blend and glucoamylase.

### About Enzymedica, Inc.:

Florida-based Enzymedica, Inc., [www.enzymedica.com](http://www.enzymedica.com), was founded in 1998 to offer consumers targeted enzyme products that address digestion, food allergies and intolerances, cardiovascular issues, immune function and inflammation. The exclusive Enzymedica Thera-blend(tm) process combines different strains of each major enzyme to work more broadly in the digestive tract. Enzymedica's products are made from only the highest quality plant and plant-based enzymes and are 100 percent vegan and vegetarian.

For more information on Enzymedica's Kids Digest and GlutenEase enzyme supplements, or for high-resolution images, contact Amanda Holty at 801.538.0777 ext. 106.

\*The above statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease.

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