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HEB Adds New Line of “Super Fruit” Juices to Texas Stores

(San Antonio, TX) – Tapping into the growing market of health conscious consumers, HEB has begun selling BOOST Juices, a line of ready to drink superfruit juices made by Genesis Today. The highly successful Austin-based nutritional supplement company was founded by Texas native Lindsey Duncan, a Naturopathic Doctor and Certified Nutritionist.

The company’s new BOOST line of all-natural, no sugar added juices are available in the produce sections of 128 HEB stores across Texas. The blended exotic fruit juices are made of superfruits grown on wild harvested farms in the Amazon rainforest, French Polynesia, Southeast Asia and other pristine regions around the world. These so-called superfruits – Noni, Goji, Mangosteen and Açai are high in antioxidants and valued for their outstanding health properties. Clinical studies have found they offer an array of therapeutic benefits ranging from digestive health, immune support, energy to healthier skin, hair and nails.

BOOST juices come in a 12-ounce glass bottle and are available in four blended varieties: Beauty Boost (contains 10,000 mg. of Açai), Youth Boost (contains 10,000 mg. of Mangosteen), Happy Boost (contains 24,000 mg. of Goji), and Inner Boost (contains 10,000 mg. of Noni).

“There is a tremendous thirst among consumers for healthy products that taste good,” said Dr. Lindsey. “BOOST juices satisfy people’s cravings for sweet refreshment without the artificial ingredients found in sodas, sugary teas, and energy drinks. The best part is BOOST juices taste great and provide you with all the goodness superfruits have to offer.”

For more information please visit www.genesisboost.com

BOOST



The Goodness of **Superfruits.**
www.genesisboost.com



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