



For Immediate Release  
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**Canadians can now rely on their Intuition™ for better health**  
*-New line of herbal drink concentrates in a tube offer variety of health benefits-*

Toronto, ON. Feeling sluggish? Clothes feel tight? Listen to your instinct to take action... and reach for an **Intuition™** ([www.drinkintuition.com](http://www.drinkintuition.com)), a new line of preventative drink products offering a variety of health benefits, launching in Canada this month. Developed by Monfitello Inc. -- a Canadian food establishment specializing in tube-packaged food -- Intuition is currently available in two formulations. **My Vitality**, a caffeine-free concentrate used to increase energy, and **My Waistline**, a sugar-free concentrate to decrease appetite, are special blends of medicinal herbal tinctures, juice concentrates and natural flavours delivered in an add-to-water mix in a tube. My Vitality and My Waistline (Cdn \$5.99 for a 3-tube pack or Cdn \$24.99 for a 14-tube pack) are available for purchase in health stores across Canada or online at [www.drinkintuition.com](http://www.drinkintuition.com).

Identifying the need for a convenient, healthy beverage for Canadian women on-the-go, Monfitello teamed up with Natures Formulae Health Products Ltd. ([www.naturesformulae.com](http://www.naturesformulae.com)) -- a progressive Canadian developer and manufacturer of herbal health products for more than 30 years -- to source ingredients and develop Intuition drink concentrates. Based in British Columbia's Okanagan Valley, Natures Formulae provides the plants and vegetation used in Intuition products. To create My Vitality and My Waistline's delicious flavours, Monfitello also partnered with professional mixologists, The Martini Club International Inc. ([www.martiniclub.com](http://www.martiniclub.com)), a team of beverage alcohol experts, custom drink designers, mixology trainers and specialty bar caterers.

“We were inspired to create a great-tasting drink alternative for busy Canadians that would offer health benefits without the inconvenience of having to swallow supplements,” said Betty Pilon, president, Monfitello Inc. “Working together with Natures Formulae and The Martini Club we’ve successfully created the perfect balance of delicious herbal, healthy blends that taste great and are available in a convenient tube for individuals on-the-go,” she added.

**Nutritious and delicious--Oh My!**

My Vitality and My Waistline beverage tubes are different from existing energy drinks and vitamin waters because of the unique, convenient packaging. The herbal-infused liquid concentrates are recognized by Health Canada as Natural Health Products and have been issued an Exemption Number (EN).

Sweet and spicy, My Vitality (36 calories per tube) offers the taste of Wild Strawberry with a Kick! and includes ginkgo biloba, Asian ginseng and other energy-boosting herbs that work to naturally increase and balance energy levels while reducing the effects of stress, promote physical and mental vitality to elevate overall well-being. The tangy Lemongrass Lemonade flavoured My Waistline (33 calories per tube) includes yerba maté, dandelion root and other appetite-suppressing and body cleansing medicinal herbs that work to stimulate metabolism, facilitate the way the body processes food and help promote a healthy weight.

Following the launch of My Vitality and My Waistline for women, Monfitello plans to introduce additions to the product line-up in November 2010.

**About Monfitello Inc.**

**Monfitello Inc.** ([www.monfitello.com](http://www.monfitello.com)) is a Canadian food establishment based in Montreal that specializes in food in tubes. Tube-packaged food has been popular in Europe, South America and Asia since the 1920's. Monfitello works with clients to put a variety of consumables into convenient and resealable packages that keep the flavour in, and the air out. Monfitello is the founder and Canadian distributor of Intuition products.

For more information, visuals, samples or to arrange an interview with an Intuition spokesperson, please contact Susan Willemsen, Danika Lochhead or Savi Pannu at The Siren Group Inc. Tel: (416) 461-5270. Fax: (416) 778-9047. Email: [info@thesirengroup.com](mailto:info@thesirengroup.com) or [www.thesirengroup.com](http://www.thesirengroup.com).