

BOOTH 3112- CUUR  
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## “CUUR”bing Cravings At Expo West, Naturally a Success

**New all-natural nutritional supplement, CUUR, sure to get buzz for honest, natural approach to dieting.**

“Since we are focusing on lifestyle, fitness and healthy eating habits rather than diet alone, I am offering airfare, accommodations and a complimentary training session to Expo West attendees through a drawing we’ll have on Sunday, March 11, 2007,” says Valerie Waters, celebrity trainer to A-list celebrities such as Jennifer Garner, Jessica Biehl, Kate Beckinsale and other bold-faced names.

**ANAHEIM - (March 6, 2007)** - Expo West will feature domestic and international exhibitors at the Anaheim Convention Center Friday, March 9, 2007 through Sunday, March 11, 2007. Although the food is natural, attendees are sure to be tempted by samples on every corner- with the exception of CUUR. In a national effort to promote healthy eating habits and a healthful lifestyle, CUUR will help those tempted attendees to make good choices by “CUUR”bing their appetite so they don’t regret their decisions when they step on the scale.

“I use CUUR to help me stay on track with my diet, and recommend CUUR to my celebrity clients so they are motivated to make healthy decisions about eating and working out- it’s a motivator, if you will,” says Waters.

Clinically tested, CUUR comes to the US market from Sweden, which is why it’s known to many as “The Swedish Secret.” While green tea, one of CUUR’s primary ingredients, is no secret to the world, it’s the proprietary blend of other natural ingredients developed and patented by Dr. Marcin Krotkiewski, that makes CUUR a success with those who use it.

“We’re really happy to be selling CUUR because it has no side effects, has extensive research behind it, and CUUR is natural. I wish everyone could hear the testimonials we’re getting and see the before and after pictures people are sending in,” said Gwen Kent, CUUR President.

Testimonials aren’t the only recognition CUUR is receiving. Exhibitors, media and Expo West attendees will see the magnitude of the CUUR buzz at **BOOTH 3112** with a jumbo plasma showcasing editorial features, celebrities supporting CUUR, and quotes from celebrities and influential media alike praising the mission, quality and honest messaging CUUR offers to US consumers hoping to drop a few pounds and improve their lifestyle simultaneously.

For more information, please contact Lindsey Carnett, US Media Contact for CUUR:  
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### Notes for the Editor

#### About CUUR

CUUR was formulated by Dr. Krotkiewski, “Father of European Weight Management Research” exclusively for Scandinavian Clinical Nutrition. This safe and natural formula includes green tea extract, birch extract, yerba maté extract and coleus forskohlii extract. The CUUR Plan helps support



weight loss, boosts metabolism, supports energy and provides a thermogenic formula. A 30 day supply of CUUR sells for \$39.99 and can be purchased at Vitamin Shoppe, Vitamin World, Health Food Shops and specialty retailers nationwide. For more information, visit [www.CUUR.com](http://www.CUUR.com).

**About Scandinavian Clinical Nutrition**

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