

Pure Fun for the wellbeing of children and adults. lollipops, candy canes and hard candies made in Canada and the U.S.



You've never tasted candy that is so delicious. Pure Fun™ was founded in 2006 by Luna Roth with a team of highly committed, professional, talented and like minded partners and associates who are committed to research and development, microbiology, manufacturing, and excellence of customer service.

Pure Fun Confections offers an unusually wide choice of candy items for a healthy, ethical lifestyle. **They make organic, natural, eco-friendly candy products that will satisfy your sweet tooth without any chemicals or additives!**

The company is located at 490 Midwest Road in Scarborough, Ontario, Canada with distribution capabilities throughout Canada, U.S.A., U.K., Europe, Australia, Israel, and Asian markets. They work with state of the art QA labs, maintain in-house R & D, and hold many certifications including organic and kosher.

Pure Fun™'s comprehensive range includes organic, kosher and vegan candies made primarily from brown rice syrup organic cane juice for the wellbeing of children and adults. The lollipops, candy canes and hard candies are made in Canada or the U.S. under strict supervision of organic certification bodies. All candies are Gluten Free, Casein Free, Free of artificial colours or flavors and taste delicious. Find Pure Fun™ at <http://www.organiccandy.com/products.html> Manufactured with only Certified Organic ingredients, "better for you candy®" is made just the way our grandparents enjoyed it... candy that was made before FD&C colors, pesticides, BHT, synthetics, artificial flavors, refined sugar and genetic modification were invented. Pure Fun™ candy is manufactured under Fair Trade conditions in Canada and the U.S.A. and does *NOT* take advantage of cheap labor from underdeveloped countries.

Since scientists now suggest that **what we eat is absorbed into our bodies**, there is growing concern that the use of synthetically produced chemicals in candy products could pose a threat to our health. While people are becoming increasingly health conscious and keen to adopt a more ethical lifestyle, the safety of such products is therefore emerging as a main consideration.

Children and adults love to eat candy

According to Allergy Kids' medical board, one of out of every three children now has allergies, asthma, ADHD or autism, affecting 20 million children. Allergies now affect approximately 20% of all children, having increased by 400% in the last twenty years. Over this same period of time, ADHD has increased by 400% and asthma has increased by 300%, with a 56% increase in the number of asthma deaths

So what has changed? ...**Additives & Preservatives**...

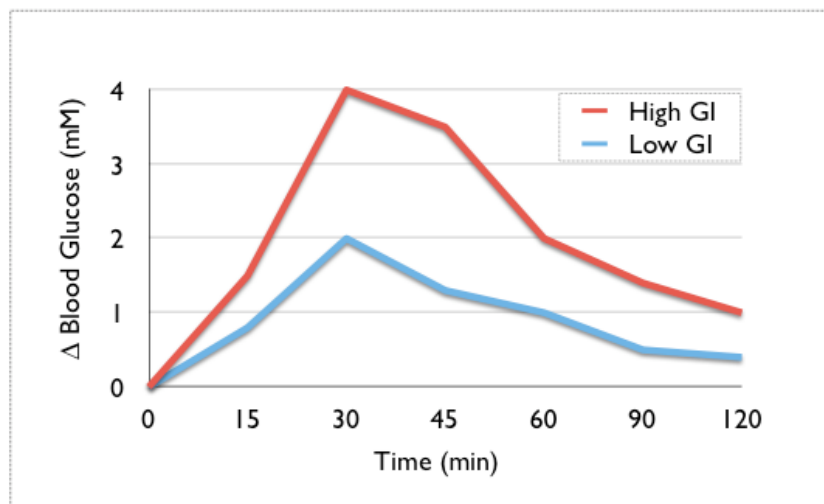
The Mayo Clinic reports ***dry mouth*** is common among older adults. Mouth dryness may be due in part to the effects of aging. As you get older, your salivary glands may secrete less saliva. Thirst and your perception of thirst also may change. Thirst receptors in your brain become less responsive to your body's need for fluids. For this reason, older adults are at increased risk of dehydration. A common, reversible cause of dry mouth is a side effect of medication. Methods to reduce mouth dryness include sucking on a candy. Pure Fun™ Premium candies contain no additives or preservatives and will help stimulate production of saliva.

Consequently, there is a rising demand for candies that are based on organic ingredients such as fruit and vegetable extracts, rather than chemicals and synthetic recipes.

Pure Fun™ 's low GI (Glycemic Index), Certified Organic Brown Rice Syrup is one of the best alternatives to tame the roller coaster ride of your blood-sugar levels while continuing to pamper your sweet tooth. These are organic natural sweeteners produced by steeping brown rice with a special enzyme preparation. Following this method the broken whole grains or brown rice are converted into a smooth-flavored and pleasantly sweet liquid extract. Organic Brown Rice Syrup is quite healthy and mild with a buttery flavor and delicate sweetness, which makes it an ideal choice for making Pure Fun™ Organic candy.

The nutritional values and derived benefits of Certified Organic Brown Rice Syrup lay hidden in its main ingredient, the brown rice. Brown rice is simply white rice that still has the bran intact and thus becomes a much better source of fiber. Besides the fiber found in the brown rice, the bran contains nutrients like magnesium, manganese, and zinc. All these healthy advantages of organic brown rice are transferred and reflected in it's by products, Brown Rice Syrup being one of them. Generally a healthy helping of organic Brown Rice Syrup consists of approximately 50% soluble complex carbohydrates, 45% maltose and 3% glucose. However in sharp contrast with regular sugar or tapioca, the glucose in Brown Rice Syrup is absorbed easily into our system, leaving lesser provision for fat accumulation.

The effect on blood glucose from a high versus low glycemic index carbohydrate



The company believes in **zero tolerance** for pesticides, synthetic chemicals, cyanide derivatives, preservatives, trans-fats, and dyes! They use only the finest non-allergenic organic ingredients, organic and natural colors and flavors derived from non-genetically modified fruit and vegetables to satisfy restrictive diets and a healthy lifestyle. All raw material suppliers are encouraged to establish fair trade practices and guarantee only the finest ingredients are used to make Pure Fun™ candy.

Unless ingredients are scrutinized in an informed way, 'natural' or 'organic' labels can currently be misleading, because pseudo-natural and organic products (including many found in Health Food Shops) may also contain ingredients with a known risk to health. As an example, in the United States, The U.S. Department of Health Agency for Toxic Substances Substances. (ATSDR) <http://www.atsdr.cdc.gov/tfacts8.html> names Cassava as the primary source ingredient for manufacturing of Tapioca. It is a plant that contains high levels of cyanide. The FDA provides for a maximum tolerance allowed in food but do they take into consideration whether it's a 300 pound male or 30 pound child that will be consuming it, nor do they consider the accumulated amounts that may be consumed.

For this reason Pure Fun™ strives to provide clear, up-to-date information and resources about ingredients, health issues, and widely used chemicals that are best avoided. All products manufactured by Pure Fun™ are carefully researched to ensure that they contain only substances that are proven safe. Pure Fun™ is well known for the ingredients they don't put into their "better for you candy®".

The low GI (Glycemic Index) of *Certified Organic Brown Rice Syrup* is one of the best alternatives to tame the roller coaster ride of your blood-sugar levels while continuing to pamper your sweet tooth. These are organic natural sweeteners produced by steeping brown rice with a special enzyme preparation. Following this method the broken whole grains or brown rice are converted into a smooth-flavored and pleasantly sweet liquid extract. Organic Brown Rice Syrup is quite healthy and mild with a buttery flavor and delicate sweetness, which makes it an ideal choice for making Pure Fun™ Organic candy. The nutrition values and derived benefits of Certified Organic Brown Rice Syrup lay hidden in its main ingredient, the brown rice. Brown rice is simply white rice that still has the bran intact and thus becomes a much better source of fiber. Besides the fiber found in the brown rice, the bran contains nutrients like magnesium, manganese, and zinc. All these healthy advantages of organic brown rice are transferred and reflected in its bi-products, Brown Rice Syrup being one of them. Generally a healthy helping of organic Brown Rice Syrup consists of approximately 50% soluble complex carbohydrates, 45% maltose and 3% glucose. However in sharp contrast with regular sugar or tapioca, the glucose in Brown Rice Syrup is absorbed easily into our system, leaving lesser provision for fat accumulation.

Particularly positive feedback has been received from allergy sufferers, and people with Gluten and Lactose intolerances. Likewise, as awareness increases about the added vulnerability of children, parents are especially keen on Pure Fun™ candies. **Pure Fun™ "better for you candy®" is recommended by allergy groups as an excellent alternative to conventional candy.**

FICTION: CANDY CAUSES TOOTH DECAY

FACT: The acids that cause tooth cavity are produced by specific types of bacteria (mutans streptococci and lactobacilli) that live in dental plaque. When we consume foods and beverages, we create waste products. Bacteria do the same thing. The

bacteria that cause tooth decay utilize foods containing glucose, sucrose, fructose, lactose, or cooked starches as their food source. The waste products created from digesting these sugars are the acids that cause the demineralization of tooth enamel and dentin.

Since the bacteria that live in our mouth eat when we do, as we ingest foods which contain sugars such as soda, milk, fruits and vegetables and candy these bacteria get a meal too.

Tooth decay can usually be prevented with proper oral hygiene

FICTION: CANDY CAUSES OBESITY

FACT: Gluttony - overeating of high-fat or *refined* sugary foods is the primary cause of obesity.

The type of foods eaten play an important role in the rise of obesity. Researchers continue to discover more metabolic and digestive disorders resulting from overconsumption of trans-fats and *refined* white flour carbohydrates, combined with low fiber intake. These eating patterns are known to interfere with food and energy metabolism in the body, and cause excessive fat storage.

Obesity can usually be prevented with proper portion controlled eating habits

According to annual report in "New Nutrition Business" The Key Trends in Kids' Nutrition for 2008 are: The mainstreaming of "free-from" and "all-natural"-- ***Organic provides the answer;*** immunity and digestion--***Brown rice syrup the excellent solution;*** healthy snacking--***Consumers are making educated choices in indulgence foods;*** spotlight of overweight blame needs to refocus to portion control while enjoying special treats-- ***PURE FUN™ PROVIDES THE POSITIVE SOLUTION.***

Pure Fun™ has a large selection of candy including lollipops, candy canes and hard candy in a variety of flavors like goji berry, pomegranate, and green apple, and is well known for manufacturing organic candy for a healthy, environmentally-friendly lifestyle. All ingredients are certified as safe. Focus is given to up-to-date information about potentially harmful substances in mainstream products, alongside a variety of green issues. Please visit Pure Fun™ online for more information at <http://www.organiccandy.com>

Contact:
Luna Roth
luna@purefun.ca