



Fruitology's Braz A Vie 90% Pure Acai Mingled with the Stars at 2010 Academy Awards Style Lounge

CARSON CITY, Nev., March 23 /PRNewswire/ -- Fruitology, Inc., developers of healthy, superfruit-based beverages, supplements, and skincare had the great pleasure of introducing their Braz A Vie 90% Pure Acai liquid supplement to some of the biggest Academy Award winners of the evening at the Secret Room Academy Awards Style Lounge event at the InterContinental Hotel on March 6, 2010.

The hotel, located adjacent to the famous Sony Picture Studios and right in the heart of where it all happens, was the place to be as an extensive list of A-list superstars got themselves "red carpet ready."

Academy Award nominees and other top celebrities were treated to swag bags filled with exclusive items such as Fruitology's healthy, nutritious Acai supplement. The Academy Awards style Lounge benefited City of Hope, a leading research and treatment center for cancer, diabetes, and other diseases.

Braz A Vie 90% Pure Acai was a wonderful and complimentary addition to their cause as it contains the superfruit Acai – known to be remarkably high in antioxidants that combat premature aging, promotes cardiovascular and digestive health and has been touted by many top nutritionists as reducing the risk of heart disease and cancer while helping to build a stronger immune system.

"We are absolutely delighted to have had the opportunity to present Braz A Vie 90% Pure Acai to Hollywood's elite," said Laurie Speaks, Vice President of Sales and Marketing for Fruitology, Inc. "The Acai berry has been a 'superstar' in the superfruit world for some time. This was the perfect venue to introduce the Amazon's 'celebrity' to Hollywood."

About Fruitology, Inc.:

Fruitology, Inc. is the maker of the finest quality, distinctive, wholesome beverages, supplements, and skincare products who strives to enhance the well-being of people around the world. Founded by a committed group of food technologists, their combined desire and passion has resulted in the formulation of products that the whole family can enjoy. Fruitology, Inc. can be reached at 888-934-3788 or www.fruitology4life.com.

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