

CONTACT: Karen Murphy
800-344-4229 ext. 239
karen.murphy@natureseal.com

For Immediate Release

Fresh-cut Facts: Nutritious, Convenient and Preferred

WESTPORT, CT (June 29, 2006) – How many times have you heard, “I don’t like fruits and vegetables?” Well, parents can now take comfort in knowing that they can positively influence their child’s eating habits. One of the key factors is to start early. A study conducted by University College and Kings College London and the British charity Cancer Research UK suggests that children largely inherit their taste for high-protein foods like meat and fish; however, environmental factors are more likely to influence their preferences for fruits and vegetables. Professor Jane Wardle, a lead researcher on this issue, said the findings suggest that parents can have a profound impact on their children’s dietary preferences.

Pediatricians are now, more than ever, emphasizing the importance of diet for 2- and 3-year-olds. The obesity battle among children is no longer just a teen issue. “Addressing obesity in toddler-hood, is in my opinion, one of the major challenges for a pediatrician today,” states Dr. Siripoom McKay, an assistant professor of pediatrics at Baylor College of Medicine.

With today’s ever-demanding lifestyles making healthy food choices is not always that easy. When running from a meeting to the soccer field, convenience plays a major factor in what people are eating on the go. The good news is fresh-cut fruit and vegetables are a viable option to take along or have ready to eat in the refrigerator any time of day. NatureSeal, a vitamin/mineral blend, which was jointly developed and patented by Mantrose-Haeuser Co., Inc, and the USDA, keeps cut fruit and vegetables from browning, while maintaining the fresh taste and texture of the produce.

Offering bite-sized fresh produce satisfies a child’s preference for fun-to-eat finger food, while at the same time providing healthy, nutritious options to foods with a high fat content. The results of an international study published in the Journal of Agricultural and Food Chemistry confirms that after nine days the nutritional value of cut fruit remains virtually unchanged as compared to fresh fruit.

Armed with this powerful information, and aided by products such as NatureSeal, parents are better equipped to play a major role in the fight to prevail over the epidemic of childhood obesity and the health risks associated with this crisis.

About NatureSeal

NatureSeal is a family of sulfite-free, vitamin-mineral blends, which extend the shelf life of fresh-cut produce. The first NatureSeal formulation was jointly developed and patented by Mantrose-Haeuser Co., Inc. and the USDA. The NatureSeal R&D team continues to develop NatureSeal products using FDA-GRAS approved vitamins and minerals.

About Mantrose-Haeuser

Mantrose-Haeuser, Co., Inc., headquartered in Westport, Connecticut, is a world leader in edible film coatings for the pharmaceutical, confectionery and agricultural industries. Founded more than 100 years ago, Mantrose-Haeuser is a subsidiary of RPM International, Inc.; a specialty coatings company traded on the New York Stock Exchange under the symbol RPM.