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**For Immediate Release**

### **You Can't Beat Beets: Color-Safe for Salads**

WESTPORT, CT (July 13, 2006) – With the incredible success of fresh-cut produce and the increasing demand from consumers for additional salad accoutrements, naturally NatureSeal® continues to add new formulations to the ever-growing family of products.

NatureSeal has a new product that not only extends the shelf-life of fresh-cut (shredded) beets, but also helps lock in the red-purple juice that tends to seep all over. Now you can add shredded beets in your salad mixes without the worry of seepage, loss of flavor, or texture!

The possibilities are endless with beets...buy beet roots with the greens attached and you are actually getting a two for one sale! The green leafy portion of the beet root is also quite nutritious and can be cooked, sautéed, or juiced!

Nutritionally one beet has approximately 35 calories and is high in folic acid (which is great news for pregnant women). The beet root and greens contain potassium, calcium (good for growing children) and betacyanin, (antioxidant), manganese, fiber, iron, copper, and phosphorous. There are many health benefits that go along with eating beet roots; these colorful root vegetables contain powerful nutrient compounds that help protect against heart disease, birth defects and certain cancers, especially colon cancer.

Processors worldwide are conveniently using NatureSeal to expand their offerings of fresh-cut produce ranging from the ever popular sliced apples and carrots to avocados and NOW beets.

The NatureSeal product line is sulfite-free, allergen-free, kosher certified, sodium-free and best of all made in the U.S.!

The R&D team is continually working to develop new formulations, including customized blends for your specific needs. Give us a call.

You can't beat that!

#### **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.