



*FOR IMMEDIATE RELEASE*

Press contacts:

Alyson Dutch, BROWN & DUTCH PUBLIC RELATIONS, INC.

310.456.7151 x1, [alyson@bdpr.com](mailto:alyson@bdpr.com)

Virtual press kit available at [www.bdpr.com](http://www.bdpr.com)

Janet Keller, Cedars-Sinai Medical Center  
(310) 423-6635, [janet.kellerl@cshs.org](mailto:janet.kellerl@cshs.org)

Kristen Bergevin, The Phelps Group for WHOLE FOODS MARKET  
310.752.4400 x181, [kristen@thephelpsgroup.com](mailto:kristen@thephelpsgroup.com)

**THINKPRODUCTS VITALITY FASHION SHOW TRANSFORMS  
NATURAL PRODUCTS EXPO IMAGE FROM HEMP FASHION TO HIGH FASHION  
Standing Room Only for 1,200 Captivates Attendees  
with Fresh Natural Products Industry Approach**

(Ventura, CA, March, 2007) – On March 10, 2007 the thinkproducts Vitality Fashion Show invited 1,200 guests to witness the many faces of vitality as they presented the connection between eco-conscious high-fashion and food. Staged at the Natural Products Expo in Anaheim, California, the presentation dismissed the old industry image of Birkenstocks in favor of high fashion and revealed how beauty comes from within and from the food we eat. The high-energy standing room only event featured eco-designers Deborah Lindquist, Green Babies, Green Label, Indigenous Design, Livity Outernational, Mission Playground, Stewart & Brown and Under the Canopy. Twenty L.A Models strutted their stuff down the catwalk wearing a Kiss My Face lotion base with Mineral Fusion and Giovanni makeup. Guests enjoyed food prepared by Organic to Go and Whole Foods and sipped Casa Barranca organic wines, G.T. Synergy Kombucha, all-natural Mojito Island mojitos with Oronoco Rum and O.N.E Coconut Water. The chairs, dressed in thinkproducts' new branding colors, sage green, Tiffany blue and cream, held goodie boxes featuring items from sponsors including Giovanni Cosmetics, Jarrow Formulas, Inc., Maggie's Organics, Mineral Fusion, Nature's Way, New Chapter, Republic of Tea and Zia Natural Skincare. Guests also perused sponsor booths including Addis Cresson, Kiss My Face, Open Door, Optic Nerve and Twin Labs. A donation was made to the Cedars-Sinai Women's Cancer Research Institute's research to support their efforts to eradicate women's cancers.

Lizanne Falsetto, thinkproducts CEO and former model, commented that the event heralded the dawning of a new American Vitality Era in the natural products industry. "We are on a mission to change the health of this country from the inside out," Falsetto remarked. "We, as an industry, are in a position to change America's poor eating habits." Falsetto explained how vital food supports ultimate health and that Dr. Karlan's work also recognizes the importance of food and vitality.

More...

Justin Miloro, Whole Food's Whole Body Coordinator, said "thinkproducts believes in inner and outer beauty just like Whole Foods Markets does. It is very important that what you eat also reflects who you are. We are in the business of providing vital foods and are proud to be part of the industry's vision that Lizanne presented."

Tony Braswell, Program Director of Cedars-Sinai Women's Cancer Research Institute, accepted the donation on behalf of Dr. Beth Karlan, MD. "We think about health as a prevention tool," said Braswell. "We can't do everything, especially when a woman is diagnosed with cancer—the real key is educating women before they are diagnosed and helping them to identify healthy living lifestyles and stick with them." Dr. Beth Karlan, MD, Director of Cedars-Sinai Women's Cancer Research Institute at the Samuel Oschin Comprehensive Cancer Institute, is one of the nation's foremost women's cancer specialists and the physician at the forefront of the groundbreaking "Johanna's Law" legislation mandating the Department of Health and Human Services to educate women about the early warning signs of gynecologic cancers.

**About thinkproducts:** thinkproducts was founded by former international fashion model Lizanne Falsetto who is a true believer in the healing and nourishing power of nature. Purveyor of all natural, convenient, great tasting, functional foods that fuel those striving to live a life full of vitality and free of disease, thinkproducts was originally named from Falsetto's raw fruit and nut thinkOrganic and superfood-rich thinkGreen. All thinkproducts are wheat/gluten free and designed to deliver powerful nutritional benefits. The company's commitment to vitality goes beyond food to support a vital cause – the prevention of breast cancer. A portion of the proceeds from every thinkThin Pink bar purchase is donated to Susan G Komen for the Cure. thinkproducts can be found in natural food stores, leading supermarket chains, club, convenience, mass and drug stores, as well as, health clubs and specialty food stores. thinkproducts can also be purchased directly from the company at [www.thinkproducts.com](http://www.thinkproducts.com). thinkproducts is headquartered in Ventura, California, and is one of the largest independent companies in the nutrition bar category.

**About The Cedars-Sinai Women's Cancer Research Institute (WCRI):** WCRI is part of the Samuel Oschin Comprehensive Cancer Institute, is a multidisciplinary program working to end cancer as a threat to all women through research, education, early detection and prevention, and advocacy. Established in the early 1990's through the initiation of a comprehensive gynecologic tissue bank, WCRI fosters collaborative research between scientists and physicians to bring the most innovative laboratory discoveries directly to women with gynecologic and/or breast cancers. Under the direction of internationally renowned surgeon Dr. Beth Karlan, WCRI works side-by-side with Cedars-Sinai Medical Center patient care and services to integrate innovative research across a wide spectrum of programs devoted to preventing, diagnosing and treating women's cancers. In 1995, Dr. Beth Karlan received an endowed chair in Gynecologic Oncology by the Board of Governors of Cedars-Sinai Medical Center. She has published over 200 research articles, reviews, and book chapters on gynecologic cancers, the majority of these manuscripts focusing on ovarian carcinoma.

**About Whole Foods Market®:** Founded in 1980 in Austin, Texas, Whole Foods Market ([www.wholefoodsmarket.com](http://www.wholefoodsmarket.com)) is the world's leading natural and organic foods supermarket and America's first national certified organic grocer. In fiscal year 2006, the company had sales of \$5.6 billion and currently has more than 185 stores in the United States, Canada, and the United Kingdom. The Whole Foods Market motto, "Whole Foods, Whole People, Whole Planet"™ captures the company's mission to find success in customer satisfaction and wellness, employee excellence and happiness, enhanced shareholder value, community support and environmental improvement. Whole Foods Market, Harry's Farmers Market®, and Fresh & Wild® are trademarks owned by Whole Foods Market IP, LP. Whole Foods Market employs more than 41,500 team members and has been ranked for nine consecutive years as one of the "100 Best Companies to Work For" in America by FORTUNE magazine.