



Cerise Drops Handling Fees, Customers Save On Every Order

Due North Marketing Communications, Inc., September 08, 2006

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Cerise Nutraceuticals drops its handling charge for online orders to add value for consumers and improve customer service.

PR9.NET September 08, 2006 - Traverse City, MI -- Handling charges of as much as five dollars per order have been dropped by Cerise Nutraceuticals, LC.

"We're in business to serve customers, and dropping the handling fee is another way we can add value to our customers and continue to improve their Cerise experience," said company president Raymond M. Pleva. "We feel strongly that we need to provide exemplary customer service as well as outstanding products."

The move means significant tangible savings for Cerise customers, Pleva said. Depending on order size, handling fees previously ranged from three to five dollars per order. The charge will be absorbed as an operational cost.

"Customer service today is about paying attention to consumers and the features they believe enrich their experience with your company and your products," Pleva said. "We are committed to keeping in touch with our customers' needs and being responsive, even when that means rapid change."

The new policy is effective immediately. Handling charges will be dropped from all future orders.

Cerise Nutraceutical products are the first to combine the 17 antioxidants in tart cherries with fish oil and emu (kalaya) oil, which have Omega 3, 6 and 9 fatty acids, as key ingredients. On the general market just since March 1, 2006, Cerise products all have patents pending for their unique combination of active ingredients. Currently Cerise offers six products: hand and body lotion (in a cherry-lavender scent and unscented), therapeutic muscle and joint lotion, head and body comfort roll-on, facial skin solution and facial skin cream and total body rhythm capsules.

Cerise products are available both on the World Wide Web at www.cherrylotion.com and through northern Michigan retail outlets.

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About Cerise Nutraceuticals, LC

Cerise Nutraceuticals is the first manufacturer to combine the powerful antioxidants of red tart cherries with Omega 3 essential fatty acids in fish oil and emu oil.

About Due North Marketing Communications, Inc.

Due North is a full-service marketing communications agency.