



Cerise Nutraceuticals Holiday Savings Offer

Due North Marketing Communications, Inc., November 21, 2006

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Cerise offers special holiday savings on its unique antioxidant and Omega 3 products made from natural compounds found in tart cherries, emu oil and fish oil.

PR9.NET November 21, 2006 - Traverse City, MI - Customers who give the gift of comfort from Cerise Nutraceuticals will save on purchases of \$50 or more from now until December 24, 2006.

Cerise Nutraceuticals is offering their first holiday special with the offer of \$10 off on all Web purchases of Cerise products valued at \$50 to \$99.99 and \$20 off on Web purchases of \$100 or more when the purchase is made between November 21, 2006 and December 24, 2006.

"As we prepare to celebrate the holidays, we know many people will be looking for luxurious gifts that offer comfort at a reasonable price," says Cerise founder and president Raymond M. Pleva. "It's a perfect time for us to give the gift of savings to our customers and thank them for their purchases during our first year in business."

Cerise's six product line offers many comfort gifts including two hand lotions – cherry/lavender and unscented – for winter dry skin, two facial skin products including Cerise facial skin solution and the luxuriously moisturizing Cerise facial cream, Cerise comfort roll-on, emu (kalaya) oil, fish oil and cherry concentrate capsules in two sizes, and a therapeutic joint and muscle lotion favored by athletes and sure to be a hit with winter runners, skiers and snowshoers on every gift list.

Cerise products contain tart cherry concentrates that are 48 times more powerful than the antioxidants found in the fresh fruit. Cerise is the first manufacturer to combine the Omega 3, 6, and 9 compounds in emu (kalaya) oil and Omega 3s in fish oil with the healthful properties of cherries. Currently Cerise makes and sells six products: Cerise Therapeutic Joint and Muscle Comfort Lotion, Cerise Head & Body Comfort Roll-on, Cerise Facial Skin Solution, Cerise Facial Skin Cream moisturizer, Cerise Hand and Body Lotion and Cerise Total Body Rhythm Capsules.

Cerise products are available on the Web at www.cherrylotion.com.

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About Cerise Nutraceuticals LC

Cerise is the first to combine antioxidants from cherries with Omega 3 essential fatty acids found in emu oil (kalaya) and fish oil. Based in the nation's red tart cherry capital - Traverse City, MI - Cerise provides creams, lotions and capsules that help keep your body in its natural comfort zone.

About Due North Marketing Communications, Inc.

Due North is a full-service marketing communications agency.