



Masterful cleansing with lemon

functionaldrinks spoke to Dianna Toomey, Founder and CEO of **Simplifast**, who told us about the latest developments of the company's eponymous detox drink.

Simplifast was founded in 2007 with the aim to develop a RTD offering based on the Master Cleanse, or Lemonade Diet, for all those wishing to follow a fasting diet or simply wanting to cleanse their body from toxins and other impurities.

The Master Cleanse diet was created over 70 years ago by a naturopath, Stanley Burroughs, who claimed that a mixture of water, lemon juice and sugar helps cleanse the kidneys and digestive system, purify glands and eliminate waste in the joints and muscles. Although not originally intended as a weight-loss tool, the fast has also become popular for those looking to lose weight quickly.

Simplifast officially introduced its eponymous drink in October 2008 through select specialty retail stores and online retailers. Toomey describes Simplifast as "a unique, first-of-its-kind,

RTD lemon detox beverage" targeted at health conscious consumers who routinely go on cleansing fasts or those seeking to lose weight. Furthermore, according to Toomey, "Our core customers crave Simplifast on a daily basis, use it as an energy drink and to skip a meal to maintain their optimal weight."

Each bottle of Simplifast contains the juice of three lemons, 11g of fibre (or 44% of the daily value), 100% of the DV of vitamins B6 and C, and 50% DV of vitamins A and E. Simplifast is sweetened with pure organic maple syrup (grade-B) and stevia, which makes Simplifast a low GI beverage and safe for those consumers that suffer hypoglycaemia and even some forms of diabetes.

In order to promote the drinks, Toomey said public relations and in-store promotional activities are the focus as these are considered to be the best ways to sell the drinks and create customer loyalty. Toomey added, "Educating the consumer that there is now a proprietary formula that is ready to drink, based on this popular concept, is the key to success. Once consumers sample the great taste and realise the health benefits and the time and money Simplifast saves them, it becomes a no-brainer."

When asked about possible new variants, Toomey said, "We do have active market research and R&D efforts underway to expand the product line and introduce complementary beverages and products. Our product extensions will revolve around our current health and wellness mission."

In the meantime, Simplifast has identified a few select international markets and considers the Middle East to be the prime area for initial international distribution in 2010.

Simplifast is packaged in 16oz bottles and is available in Lemon, Strawberry and Blueberry flavours. Each bottle sells for between US\$4.29 and US\$4.99, which Toomey justifies by the time and money saved compared to home-made alternatives.

Simplifast can be bought at a wide range of stores including supermarkets, supplement shops and wellness centres, which the company hopes will reach the thousands by 2011, as well as online through Amazon amongst others.



www.simplifast.com