



contact: Carolyn Leber/CLPR  
415/382.6164 SF  
212/481.8331 NYC  
310/385.1124 LA  
carolyn@leberpr.com

## **Bumps on the run – the pregnancy market gets active.**

*Bellybar gives active moms-to-be high octane energy.*

**San Mateo, CA** – You see them everywhere these days – pregnant women slogging through airports and bouncing around the gym. Jennifer Garner's pregnant character on *Alias* is keeping up her regime of knockout kicks and elbow slams as she continues to blossom on screen this fall.

As more pregnant women refuse to lay back with a box of doughnuts throughout their pregnancy, the challenge to keep a steady flow of delicious, high energy, nutritious food handy is increasingly important.

Premiering in stores this month, the new pregnancy nutrition bar, Bellybar, will give expecting moms on the run the snack they're looking for.

Packed with healthy doses of vitamins B6, B12, Folate, Iron, and 8 grams of protein Bellybar is a great choice for travel, running errands, or a busy day at the office. And with just 13 grams of sugar per bar, Bellybar makes good sense for moms to be who need to quell their cravings but don't want to load up on unhealthy doses of junk food.

In contrast, a typical nutrient empty candy bar delivers more than 18 grams of sugar in just one serving – nearly half of the 40 gram USDA daily recommendation. A single serving of chocolate cake can infuse the system with about 28 grams of sugar; and a typical chocolate donut adds about 24 grams.

“We wanted to create a very flavor intensive, nutritious snack that would be easy to slip into a gym bag, hand bag, or luggage, and that would be a great compliment to a healthy lifestyle,” says Bellybar cofounder Meredith Lincoln of her product. “It’s important to note that cravings are generally a reflection of changing nutritional needs – and eating large amounts of nutritionally empty foods won’t quell these cravings – only intensify them. Our product is packed with good amounts of nutrients and helps keeps cravings in check.”

**Bellybar** contains healthy doses of Omega-3’s and Omega-6’s, 2 grams of fiber, Calcium, Vitamin C, Vitamin E, and Vitamin A. Ingredients are all natural and contain no trans-fats, no artificial colors, no artificial flavors, or preservatives.

**Bellybar** is sold through parenting boutiques, grocery stores, and specialty retailers, and was launched in summer 2005.

NutraBella was founded in 2004 by Leslie Sagalowicz and Meredith Lincoln. The company’s goal is to improve the nutritional wellbeing of women by delivering delicious, nutrient rich products uniquely formulated and conveniently available. NutraBella is headquartered in San Mateo, CA.

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