



PRESS RELEASE

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PLANETARY HERBALS INTRODUCES CINNAMON LIQUID

Healthy Glucose Support

SCOTTS VALLEY, Calif. – November 19, 2009 – Planetary Herbals presents Cinnamon Liquid for supporting healthy blood sugar regulation. Recent research on cinnamon by the United States Department of Agriculture (USDA) has demonstrated that this common kitchen spice has an effect of increasing the sensitivity of insulin receptor sites so that blood sugar is burned more efficiently. This means that cinnamon may help to support blood sugar levels already in the normal range, when used in a healthy diet.

Cassia cinnamon, derived from cinnamon bark, has been used for centuries in both Ayurvedic and traditional Chinese herbalism to support digestion, respiratory health and heart function. Recent research sheds light on a host of new benefits that balanced blood sugar can bring without having to eat a ton of apple pie (yes, the original research was done on people consuming apple pie). Planetary Herbals Cinnamon Liquid joins our original cinnamon tablets and capsules.

According to Planetary Herbals Herbalist Roy Upton, "It is no secret that the typical American diet consists of massive amounts of sugar that throw the body into a battle between sugar and excessive insulin response. This is a cycle that can detract from healthy physiological and cellular function. Cinnamon is a perfect spice to include in the diet or as a supplement for supporting healthy sugar regulation, which in turn leads to a myriad of benefits including healthy inflammatory response and weight management."

Research has shown that cinnamon works by enhancing the up-regulation of sugar into cells, where it can be burned as energy. It is this mechanism that is specifically associated with its ability to support healthy blood sugar levels. According to Upton, "Breaking the pattern of simple-sugar consumption and excessive insulin response can have a host of physiological benefits that modern science is just now beginning to understand. Cinnamon is the ideal complement to a healthy diet and lifestyle."

Suggested retail for Cinnamon Liquid is: \$11.98 for 2 fl oz, \$22.50 for 4 fl oz, and \$41.98 for 8 fl oz. To learn more about Planetary Herbals and Cinnamon Liquid, or to find purchase locations, visit www.PlanetaryHerbals.com.

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About Planetary Herbals

Planetary Herbals integrates the best of worldwide herbal traditions with modern clinical and pharmacological research. The result is an herbal product line that is unequalled for efficacy, safety and dependability. For more information or purchase locations, please visit www.PlanetaryHerbals.com.