

## Bragg Live Food Products Responds to Dr. Oz Show Regarding Concerns of Arsenic in Apple Juice Products

Bragg Live Food Products has consistently been a leader in the natural food industry in producing the highest quality Organic Apple Cider Vinegar and Organic Apple Cider Vinegar All Natural Drink products. Under the leadership of Dr. Patricia Bragg, the company is committed to producing products that are completely safe and that promote good nutrition and a healthy lifestyle.

On a recent broadcast of the Dr. Oz Show, Dr. Mehmet Oz discussed his concerns about the potential hazards of arsenic found in apple juice products imported from other countries including China and Chile. Many of the apples grown in other countries use pesticides that include significant amounts of inorganic toxic arsenic. This can contaminate apples and apple products such as apple juice and apple juice concentrate that is imported into the United States. Inorganic arsenic is toxic and may pose a cancer risk if consumed at high levels over a long period of time.

The Dr. Oz Show has stimulated a national controversy regarding the safety of all apple juice products for adults as well as young children. As a result, Bragg Live Food Products is addressing this safety issue of its Organic Apple Cider Vinegar product line.

"Bragg uses only U.S. organically grown apples that are USDA certified organic to make its Organic Apple Cider Vinegar," stated John Westerdahl, PhD, RD, Bragg Director of Health Science. "As a result, our organic apples are not exposed to any inorganic arsenic and our products are completely safe." "Additionally, the Organic Apple Juice used in our Apple Cinnamon Organic Apple Cider Vinegar Drink is also made from U.S. organically grown apples." "We do not import or use any foreign apples in our products," according to Westerdahl.

Bragg Live Food Products is a leading company producing natural and organic food products and food supplements. The company was founded by Dr. Paul C. Bragg, a pioneer in the natural food industry and the originator of Health Food Stores. The Santa Barbara-based company is currently headed by his daughter, Dr. Patricia Bragg. The father and daughter are also co-authors of several national bestselling health and lifestyle books.