



Contact: Amanda Swann
Phone: 866-439-5014
Email: aswann@enzymeessentials.com
www.enzymeessentials.com

FOR IMMEDIATE RELEASE

Improve Gluten Digestion with Innovative Enzyme Supplement

The rising demand for gluten-free food products has resulted in a new approach to enzyme-based dietary supplementation for improved carbohydrate and gluten digestion

Austin, TX, November 7, 2011 – Gluten-free food trends have increased approximately 28% over the last few years. Researchers have determined that consumers are purchasing gluten-free products because of gluten intolerance, overall well-being, digestive health, weight management, and nutritional value. As a result, about 15-25% of parents in the US are reportedly considering a gluten-free lifestyle. While many consumers try to eliminate gluten from their diet by eating gluten-free items, some do not realize that gluten is often found in unexpected items like salad dressings, ice cream, and ketchup, which can wreak havoc on persons with gluten sensitivity.

To better support a gluten-free lifestyle, Enzyme Essentials introduces its new GlutenSense formula, an enzyme blend with herbs and probiotics designed to encourage more complete digestion of complex carbohydrates and gluten. Diets high in complex carbohydrates found in grains, seeds, legumes, vegetables, and other plant materials are associated with occasional bloating, diarrhea, gas, and abdominal cramps. Supplemental enzymes are an increasingly popular option for helping maintain optimum digestion of these foods.

Gluten is the protein found in wheat, barley and rye. When individuals eat these products, the carbohydrate and the protein need to be broken down during digestion. The starchy outer-shell surrounding gluten proteins in wheat products can more effectively be broken down with the help of the alpha-galactosidase, phytase, amylase, gluco-amylase, and diastase enzymes found in GlutenSense. Once the endosperm is digested, this allows proteolytic enzymes, such as DPP-IV protease to break down the stubborn peptides found in grain that are often implicated in gluten intolerance. Additionally, GlutenSense contains probiotics, the “good” bacteria naturally present in the gut that help support digestion and assist in maintaining optimum intestinal balance. GlutenSense also contains fennel, ginger, flaxseed, peppermint, and artichoke. These soothing herbs and prebiotic plant fibers are known for their ability to promote gastrointestinal system health.

Enzyme Essentials, LLC, is a woman-owned online supplement business that specializes in selling digestive enzyme and herbal supplements to consumers. They have been in business since 1998 and can be found online at www.enzymeessentials.com.

For more information or to order GlutenSense, please contact Amanda Swann at 866-439-5014 or aswann@enzymeessentials.com. *This statement has not been approved by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

###