



kaeng raeng™

be healthy. be strong.™

Contact:
Kelly Bronson
Director of Marketing
kelly@kaengraeng.com

Kaeng Raeng debuts soy-free formula and E-Book at ExpoWest 2014

Palo Alto, CA-

Kaeng Raeng, a best selling cleanse program on Amazon.com, is set to showcase a brand new soy-free product line at 2014's ExpoWest in Anaheim, CA. The new product is a highly anticipated addition to Kaeng Raeng's high protein, soy-based product line. Kaeng Raeng's soy-free product features pea protein powder as the anchor for the three popular flavors "joyful" (strawberry, raspberry, pineapple); "daybreak" (mango, peach, pineapple); and "into the blue" (blueberry, banana).

Kaeng Raeng's new formula with high quality pea protein stays true to the company's vegan roots; providing consumers with a healthy option that is also soy-free. The new formulation continues to provide a full serving of fruit, 2 billion live probiotic cultures, and essential amino acids and vitamins in each serving. Each packet of the soy free version of Kaeng Raeng contains 15 grams of protein and 12 grams of fiber per serving, so you can stay fuller longer and have sustained energy throughout the day. The new soy free formula will be available as a 3-day program (\$79.99) and 6-day program (\$139.99) on kaengraeng.com and Amazon.com.

In addition to the exciting SKU expansion, Kaeng Raeng Founder and CEO, Lindsay Reinsmith, is launching the company's e-book on the opening day of the ExpoWest show. Says Lindsay "Although cleansing has become increasingly mainstream, it is a topic surrounded by misconceptions and confusions. I wanted to give people a clear, concise guide to make cleansing easy and accessible for anyone-whether Kaeng Raeng is their cleanse of choice or not."

Kaeng Raeng, which means "Be Healthy. Be Strong" in the Thai language, is an all natural meal replacement cleansing program designed to help rid the body of toxins, jumpstart weight loss, improve digestion, bolster immunity, relieve bloating, and improve skin and hair quality. The program is a favorite of celebrities and was featured in Grazia UK and InStyle as a Hollywood favorite: <http://bit.ly/1hNYv0C>.

Since the release of the original Kaeng Raeng formula in 2010, the program has always been 100% vegan, gluten free, caffeine free and sustainably made with locally sourced ingredients.



About Kaeng Raeng

Based in Palo Alto, California, Kaeng Raeng offers all natural, vegan, gluten free meal replacement cleansing and detox programs free from artificial colors, flavors, sweeteners, preservatives, laxatives or stimulants. Founded by certified personal trainer and Stanford alumna Lindsay Reinsmith, Kaeng Raeng is a delicious, convenient, and affordable cleanse program. For more information, visit www.kaengraeng.com or join the brand on Facebook at [Facebook.com/kaengraeng](https://www.facebook.com/kaengraeng).

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