



For immediate release

Pili Show - 26th July. 2011 (Kee Club, Hong Kong)

"Stephen James luxury Organics Announces The Introduction of a New Gourmet Nut"

Certified Organic (by Agriculture Dept. of Philippines) Certified Kosher, Certified Vegan

We have something special for you today here at the Kee Club: "A NEW GOURMET NUT" not only new to most of you, but possibly the healthiest nut on the planet. In Stephen James classic signature method, we treat these nuts with our proprietary sprouting/dehydrating methods which preserves all enzymes and nutrients and natural goodness. You are the first to see it!

This nut is:

Beautifying because: Vitamin E highest in nut world. Means the oils in the nut are very nourishing to the skin. They replenish and repair skin from the inside, which is the best way. Much better than expensive creams and cosmetic surgery!

Organic, Natural, Wild-Crafted; they have been/are being officially certified as organic, many are actually wildcrafted(more organic than organic).

Beautifying because: More about these magic oils. We pre-sprout and dehydrate carefully. The Omega oils in this nut are in their pristine, most activated state. They have not been exposed to extreme heat which kills the oils and renders them useless. They are not raw which would make the oils not enzyme active and therefore not absorbable (rancid, fattening). This is the optimum state for absorption. Remember: it's not what you eat it's what you digest. (Still in their "frame work": Key to whole foods, "the thing is greater than the sum of its parts")

These magical "Pili Nuts" are not only beautifying. They are great for athletes, growing kids, anti-aging and health in general. In Tagalog "Pili" means "Chosen One" (expl.) Not only this, but they taste so good, you'll think they must be "bad" for you.

Good for Athletes because: They are a "complete protein". Unlike most other nuts, they contain all 8 essential amino acids which means they are perfect for building human body tissue. What they don't have that meat does have is all the "toxic tag-alongs" you get with meat, i.e. cholesterol, pcbs, dioxins and carcinogenic compounds (if the meat is cooked). Bacteria and parasites (if the meat is not). For athletes this means ease of digestion before an activity and long-burning energy from its rich profile of protein and oils.

Also good for kids because: The mineral-rich spectrum in these nuts is extremely high in Magnesium, Potassium, Calcium and Phosphorus. Processed and even natural foods are deficient in minerals these days because of over farming and careless agriculture practices. These nuts only grow in volcanic soil. As you might already know, volcanic soil is the richest soil on the Earth.

*Remember: Phosphorus is the brain mineral. We need phosphorus for efficient thinking and creativity!

A great **Anti-Aging** Food because of all of the above:

- Vitamin and Omega oils for skin, appearance, nerves and brain tissue.
- Complete protein to build and repair muscle tissue and prevent that "wasting away" look.
- A wide spectrum of bio-available minerals that absorb easily and keep the color and light in your body (did you know that ultimately minerals are just spectrum of light and that they are the building blocks of vitamins, enzymes and proteins)
- Unusually high in magnesium, with the latest studies showing just about everybody is deficient. This is the ultimate mineral for heart health.
- Very high in fiber. Remember, when your fiber intake goes up, your bad cholesterol goes down.

We have for you today a new health nut that is also a beauty nut, is also an athlete's dream, is also a mother's insurance for their kids' health, and also will keep you looking and feeling young, and is also the ultimate gourmet nut. This nut, however, above all, tastes FANTASTIC. It is light and buttery. (Try warming it slightly and sipping a nice dry champagne, wow). Our proprietary process makes it so. You won't find this nut anywhere else. If you do, it won't taste the same or be as nutritious. So that's an intro to the Beauty Nut, the Chosen One, the SJ Luxury Pili Nut.

But finally, above all else, this nut is the ultimate GOURMET NUT! It adds class, taste and style to any salad (goodbye croutons, you were never good for us anyway). Try them as an hors d'oeuvre with caviar - you'll want to present these to friends at every party or dinner you throw!

34g Price: HK\$38
150g Price: HK\$138

Available at: "Great"
Customer Service Hotline: 2522 1095
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