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Skinnygirl™ Makes A Splash With New Water Enhancers *The First Naturally Sweetened Water Enhancers Available in Four Delicious Flavors*

CARMEL INDIANA February 21st, 2014 - The Skinnygirl™ brand is out with another innovative take on low calorie beverages that blend great taste and personal flavor customization. Skinnygirl Water Enhancers are available in four unique flavors including White Cherry, Blueberry Acai, Pineapple Coconut, and Fuji Apple. The new line will launch nationally in March at leading food retailers across the United States.

The water enhancer category has seen explosive growth over the past several years as consumers become smarter about their beverage choices. Skinnygirl™ has created four new flavors that not only taste delicious but have just 5 calories per serving thanks to a proprietary blend of natural stevia leaf extract and cane sugar. Each bottle of Skinnygirl™ Water Enhancer contains 48ml of flavoring – enough to transform about twenty four glasses of water into a Skinnygirl™ experience.

Creating a great tasting, low calorie beverage choice is important to Bethenny Frankel, creator of the Skinnygirl™ brand. “I wanted to give women a delicious alternative to just plain water and typical sodas. My new Skinnygirl™ Water Enhancers are light, refreshing, and allow you to flavor to your liking”

Heartland Food Products Group, in a partnership with Skinnygirl™, will manufacture and distribute the new Water Enhancers across North America. Ted Gelov, CEO of Heartland added “Skinnygirl™ Water Enhancers are a natural fit for us. As a pioneer in both innovative water enhancer flavors and low calorie sweeteners, we share Bethenny’s commitment to balanced living. We are excited to be introducing the first water enhancer products that combine exciting flavor combinations and natural sweeteners for a new kind of low calorie beverage.”

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About Skinnygirl™

What started with the Skinnygirl™ Margarita from the mind of author, chef, TV personality and entrepreneur Bethenny Frankel, has turned, quite frankly, into a lifestyle revolution. Skinnygirl is passionate about redefining the way women live by bringing them straightforward solutions that add ease and flair to their lives--each and every day. Women *can* have it all--and Skinnygirl is committed to creating delicious, smart products to help them enjoy everything they love about life. No guilt. No hassle.