



Press contact:  
Haasan Morse  
MORSE CODE PR, 917.576.0130  
[haasan@morsecodepr.com](mailto:haasan@morsecodepr.com)

# FIRST DETOX NUTRITION BAR, JOLEBODY MEAL REPLACEMENT BROWNIES AND BLONDIES DEBUT

**AVAILABLE DECEMBER 1, 2011**

**Joulebody's Cleansing-With-Food Philosophy Debunks All Liquid Drink-by-Number Cleansing Fad**

(November 10, 2011, New York, NY) – After a launch in New York City which amassed a voracious following of detox meal delivery customers who learned they can detox *with food*, Joulebody announces the debut of the very first detox meal replacement bar. Scheduled to become available December 1, 2011 at [www.joulebody.com](http://www.joulebody.com), the Joulebody Detoxifying Meal Brownie (cacao) and Blondie (ginger) aggregate the best whole food ingredients which together kick-start the liver and kidneys into high gear, The Joulebody brand is the maker of food products which debunk the all-liquid drink-by-number juice trend and provide exquisite nutrition to encourage the human operating system to perform optimally. The all-natural cacao and ginger-flavored meal replacement bars contains 290 and 320 calories, respectively and retails for \$4.25.

The Joulebody Detoxifying Meal Brownie and Blondie is a vegan whole food bar packed with 9.5g of complete raw protein with no wheat, nuts, dairy or gluten. Some of the top ingredients of the Joulebody Detoxifying Meal Brownie and Blondie are goji berry, Himalayan salt, maple syrup, hemp, chia, sunflower, flax, pumpkin seeds, dandelion root, turmeric, fennel and cayenne. The bar is designed to kickstart the body's own built in detox system, part of which include the liver and kidneys, to do their job – without starving the body into submission.

"Shock and starvation is a ridiculous approach to health," says Joulebody founder, a New York City nutrition specialist. "The body is already perfectly designed. The Joulebody Detoxifying Meal Brownie and Blondie are the very first nutrition styled bars designed to help kickstart the body's own cleansing

system to operate optimally – this requires food. Food is to a body what gas is to a car. Without it, it does not go.”

Joulebody ([www.joulebody.com](http://www.joulebody.com)) is a groundbreaking “detox with food” service which delivers high-powered cooked and raw foods and juices directly to homes and businesses throughout the U.S. Dedicated to igniting optimum energy to perform flawlessly in the human form with exquisite nutrition, Joulebody was developed as the antithesis to the trendy liquid-only, drink-by-numbers starvation cleansing systems on the market. The first reasonable detox system for fast moving women on the go, Joulebody was founded by a New York City nutrition specialist, yogini and fashionable mother of two, Yvette Rose. Joulebody is also maker of the Joulebody Detoxifying Meal Brownie and Blondie bars. All Joulebody products are 100% natural and made from whole foods, spices, herbs, are gluten-, sugar-, wheat-, nut-, preservative-free and designed to kick start the body’s natural cleansing processes.

###

## EXECUTIVE BIO

*"Business models stay the same, only the products change."*

*BRUCE RENICK MANAGING DIRECTOR*

---

A-player. Sales guru. Mensch. Bruce Renick is the man whose bottom line thirst for pushing the envelope has catapulted profit margins and earned billions for some of the world's most storied brands. He is one of those unforgettable people; not just a snappy dresser, but the guy whose ardent business dinner conversation is something worth eavesdropping in on.

Walmart. CVS. Macy's. All retailers he holds in the back pocket of his well chosen jeans.

Today, as Managing Director of Joulebody, Renick is applying to the detox world the same exceptional skill set which sold millions of sweaters for Chaps Ralph Lauren, tons of Twinlab protein powder and raised a cool million bucks for the New York Police Department and Fire Departments post 9/11.

Renick was the youngest to be granted with his own sales territory for legendary fashion brand Bobbie Brooks. He also wrote the largest order in the history of Gant becoming their Regional Sales Manager of the Year in a scant 6 months. The rest of his career followed suit at exponential speeds and with substantial results. As National Sales Manager at Calvin Klein, he increased their exposure to become a multimillion dollar a year business. At Chaps Ralph Lauren, Renick also started as a National Sales Manager and then worked his way to President; all before the age of 40. At one point, he grew the business by \$250 million dollars over a 3 year period.

His secret sauce? Renick is a promotional thinker in a salesman's body. "I believe in building from the ground up, which may start with a single SKU in one door. I focus on building a SKU to a revenue amount, then worry about the next product and its trajectory." Renick's approach is simple: focus on basic business functions as the gateway to success. "One should never just take an order, but find customers who are worthy of partnerships."

## EXECUTIVE BIO (cont'd)

---

As such, he created that rapport between Chaps Ralph Lauren and Macy's to develop the first store-within-a-store. "A mini branded boutique amidst the racks of generic department store pants and shirts gave customers the feeling of being in a specialty store." It worked so well, that the brand jumped from \$3 million to \$20 million in only 3 years.

Though some might say Renick is a brilliant, but tough cookie, he says his greatest mentor already nabbed that title when Forbes named Linda Wachner CEO of Warnaco (holding company for Calvin Klein Jeans/Underwear, Speedo, Chaps Ralph Lauren) "one of the 10 Toughest CEO's in the World." The advice she gave him permeates his life and career: "Do it now. When you have an opportunity never sit on it."

Renick is a man who immensely enjoys giving back. He does this by mentoring bright young minds and supporting their meteoric career rise. He pursued his patriotic duty when his beloved New York City came under attack on September 11, 2001 by turning the NYPD and FDNY into a national brand of apparel. His American Heroes concept raised \$1 million for the police and fire department ranks when he landed the brand into 3000 retail doors by Christmas of the same year.

As a lifelong user of health supplements, Renick landed in the holy Valhalla of that industry when he was tapped by Twinlab as the head of global sales and marketing. And, again in his typically swift and focused style, he grew margins by 30%. Renick became known as the guy who could create a profitable private label business, develop meaningful line extensions and spot the newest technical innovations that sell like hotcakes. He was the first to bring Dr. Weil into the mainstream by licensing a vitamin line in his name and brought diet pill monolith, Metabolife, out of a dark period. At Twinlab, Renick is credited with being the first to bring a traditional brick and mortar brand into the online distribution frontier.

“Personal connection is what I do for a living,” he says. “I like to build, not only revenue, but people. I never could have achieved any success without great people around me. ”

## EXECUTIVE BIO (cont'd)

---

Renick’s heroes include visionaries, guys like Fred Smith who was told by his professor that his thesis to create a national courier service would never work. Smith showed them that FedEx was indeed a very good idea. “Richard Branson of Virgin,” adds Renick, “is someone who makes dreams (like bringing consumers to the outer limits of space) possible because he’s an incredible businessman. I admire people who created something out of nothing.”

Though Renick is a native Bostonian, he loves New York, which he calls the “center of the universe.” He spends his spare time with great friends, his home in the Hamptons and, yes, still shopping for incredible clothes.

###

## DIFFERENTIATION POINTS

---

- The antithesis of the trendy liquid-only starvation drink-by-numbers detox systems currently available on the market
- Nationally deliverable cooked and raw foods, made with 100% natural whole foods, spices and herbs
- Nutritious whole food ingredients in a portable form
- The Joulebody Meal Replacement Brownie or Blondie bar is 100% natural, gluten, wheat, nut and preservative free full meal replacement bar. First detox/cleansing bar on the market.

### CEO QUOTES

"The body is a perfectly designed machine. It has its own built in detox system – the liver and kidneys."

"I am on a mission to provide a reasonable way to kick start those systems to do their job the way they were designed – with food."

"I am in the business of benefit without denial."

"Balance is everything. If you eat clean during the day, it's ok to have a chocolate chip cookie at night. It's ok to drink wine and burgers, just make sure you add greens. Most of all, don't feel guilty about indulgences."

"Nourishing, not starving, your body, can encourage it to release toxins that may have built up."

# FIRST REASONABLE “DETOX SYSTEM,” JOLEBODY’S CLEANSING-WITH-FOOD PROGRAM BECOMES AVAILABLE NATIONALLY

(November 7, 2011, New York, NY) – After a stratospheric launch in New York City that serendipitously amassed a voracious following of customers who are learning they can detox *with* food, Joulebody’s ([www.joulebody.com](http://www.joulebody.com)) cooked and raw deliverable cleansing menus will become available nationally this month. Joulebody is the first reasonable detox system that debunks the liquid drink-by-number juice trend.

“Shock and starvation is a ridiculous approach to health,” says Joulebody founder, a New York City nutrition specialist. “The body is already a perfectly designed machine. It has its own built in detox system in the form of a liver and kidneys. I am on a mission to provide a reasonable way to kick start those systems to do their job the way they were designed – with food. Food is to a body what gas is to a car. Without it, it does not go. I am in the business of benefit without denial.”

The overnight deliverable selection of cleanses include:

**Joule 3-day Cleanse -**

This meal plan provides the calories and protein needed for hectic, on the move lifestyles. Protein enhanced meals, larger juices, and Joulebody Detoxifying Brownie or Blondie bar included. **\$265.00**

**Kickstart 3-Day Cleanse -**

An introduction to cleansing, this low calorie plan is for the moderately active or the couch potato. **\$225.00**

**Kickstart 5-Day Cleanse -**

Six nutritionally-dense meals, this is our signature program designed for busy weekday clients to create a feeling of vibrancy and clarity. **\$425.00**

**Post Natal Cleanse -**

Recommended to start no sooner than 12 weeks post natal, supplemented with herbs for further breast milk support. **\$425.00**

**Supermarket Tour + 5-Day Cleanse -**

For NYC customers only: Meet other Joulebody cleansers (or book individual) and to receive support during your cleanse. Add a supermarket tour to learn the first steps to make healthy eating a lifestyle. Includes services of a Certified Holistic Health Coach, who will take you on a tour at TriBeCa's Whole Foods and take the mystery out of what to buy, how to cook it, and how you can prepare healthy + delicious meals for a on-the-go lifestyle. **\$500.00**

**The Go Cleanse -**

A convenient, nourishing cleanse program that is portable. A 3-day program of 6 meals packed in juice bottles and bars. Provides optimum fiber and protein for a completely balanced meal plan. **\$175.00**

Joulebody ([www.joulebody.com](http://www.joulebody.com)) is a groundbreaking "detox with food" service which delivers high-powered cooked and raw foods and juices directly to homes and businesses throughout the U.S. Dedicated to igniting optimum energy to perform flawlessly in the human form with exquisite nutrition, Joulebody was developed as the antithesis to the trendy liquid-only, drink-by-numbers starvation cleansing systems on the market. The first reasonable detox system for fast moving women on the go, Joulebody was founded by a New York City nutrition specialist, yogini and fashionable mother of two, Yvette Rose. Joulebody is also maker of the Joulebody Detoxifying Meal Brownie and Blondie bar. All Joulebody products are 100% natural and made from whole foods, spices, herbs, are gluten-, sugar-, wheat-, nut-, preservative-free and designed to kick start the body's natural cleansing processes.

**# # #**

# KICKSTART 3-DAY MENU

---

## JUICES

**JOULEBODY BERRY CHIA SMOOTHIE** Berry, chia seeds, apple, water, green leafy vegetables, Joulebody Cleanse Mix\*

Proprietary blend of herbs & spices for added cleansing benefits Calories: 276 Protein: 6g Carbs: 22g Fiber:9g

**JOULEBODY GREEN JUICE** Grapes, water, green leafy vegetables, chlorophyll, Joulebody Cleanse Mix, apple, calories: 229

Protein: 4g Carbs: 40g Fiber: 6g

**JOULEBODY CITRUS JUICE** Lemon, auyurvedic detox tea, maple syrup, cayenne Cal: 80

---

## BARS

**JOULEBODY MEAL REPLACEMENT BROWNIE/BLONDIE BAR** Buckwheat flour, Joulebody Cleanse Mix, flax seed,

hemp seed, chia seed, turmeric, maple syrup, raw sugar, goji berry/ginger/cacao Cal: 287-306 Protein: 9.5g Sugar:12g Fiber:8-10g

---

## SOUPS

**GREEN POWER SOUP** Spinach, kale, swiss chard, , turmeric, mung bean, Potassium Broth, Himalayan salt Cal: 212

Protein:13g Carbs: 21g Fiber:17g

**CURRIED APPLE SOUP** Apple, onion, garlic, curry, ginger, rutabaga, turnip, lemon, collard, pumpkin seeds, salt Cal: 375

Protein: 6.8g Carbs: 69g Fiber: 11g

---

## BURGERS/SALAD

**BUTTERNUT SQUASH RISOTTO** Squash, quinoa, garlic, zucchini, seeds, herbs Potassium Broth Cal: 264 Protein:8g Carbs:

16g Fiber:6g

**DETOX EDAMAME HUMMUS** Edamame, parsley, Joulebody Cleanse Mix, lemon, garlic, Potassium Broth, himilayan salt,

root vegetables Cal: 272 Protein:18g Carbs: 27g Fiber:11g

**CURRIED VEGGIE CROQUETTE** Sweet potato, kale, red onion, carrots, curry, olive oil, cilantro, oregano, thyme, salt,

pepper. Cal: 206 Protein: 4g Carbs: 17g Fiber: 4g

**ADZUKI BURGER & YAM** Adzuki, yam, mushroom, oil, parsley, Joulebody Cleanse Mix, salt, pepper, chickpea flour,

cayenne, celery, carrot, onion, potassium Cal: 287 Protein: 15g Carbs: 53g Fiber:18g

# PRODUCTS

---

## JOULEBODY DETOXIFYING

### MEAL REPLACEMENT BROWNIE AND BLONDIE

#### BARS *(Cacao and Ginger)*

A vegan whole food bar packed with an average of 9.5g of complete raw protein, offering balance in a convenient, delicious way. Provides energy – not stimulation. No wheat, nuts, dairy or gluten. Ingredients: goji berry, buckwheat flour, chia seeds, raw sugar, Himalayan salt, flax seeds, maple syrup, water, canola oil and Joulebody Cleanse Mix, proprietary formula of hemp seeds, sunflower seeds, pumpkin seeds, dandelion root, flax seeds, turmeric, fennel seeds, Himalayan salt and cayenne pepper. **\$4.25**

## ACTIVE 3-DAY CLEANSE

For active clients, this meal plan provides the calories and protein needed for hectic, on the move lifestyles. Protein enhanced meals, larger juices, and "Joulebody detoxifying\* bar included. **\$265.00**

## KICKSTART 3-DAY CLEANSE

A great way to start easing into a healthy lifestyle- A low calorie plan for people who are moderately active or couch potatoes. All meals and snacks are made with vegetable based foods with protein and fiber. Calories usually range from 1100-1250.

## PRODUCTS (cont'd)

---

### POST-NATAL CLEANSE

Recommended to start no sooner than 12 weeks post natal, supplemented with herbs for further breast milk support. All this makes for the perfect diet to get on track and remain energized. All meals are delivered in one package. It is recommended to freeze the meals for days 4 and 5 to preserve freshness. **\$425.00**

### SUPERMARKET TOUR + KICKSTART 5-day Cleanse

Want the results to last? Meet other Joulebody cleansers (or book individual) and get even more support during your cleanse. Add a Supermarket Tour to learn the first steps to make healthy eating a lifestyle. Jennifer Kass, our Certified Holistic Health Coach, will take you on a tour at TriBeCa's Whole Foods. **\$500.00**

### ON THE GO CLEANSE

We want to provide our clients with a convenient, nourishing cleanse program that is portable and not just juices. That is why The To Go Cleanse was created. 3 days of 6 meals packed in juice bottles and bars, providing the amount of fiber and protein needed for a completely balanced meal plan. **\$175.00**

###

# SAMPLE 3-DAY MENU

---

## DAY ONE

- 9:00 am **JOULERAW BERRY CHIA SMOOTHIE** Calories: 276 Protein: 6g Carbs: 22g Fiber:9g
- 12:00 pm **WILD RICE RISOTTO STUFFED SQUASH** Calories: 274 Protein: 6g Carbs: 29g Fiber: 4g
- 3:00 pm **JOULEGREEN** Calories: 229 Protein:4g Carbs: 40g Fiber: 6g
- 5:00 pm **JOULECITRUS** lemon, detox tea, maple syrup, cayenne
- 7:00 pm **NORTH AFRICAN SOUP** Calories:255 Protein:10g Carbs: 46g Fiber: 11g
- ANYTIME **JOULEBODY MEAL REPLACEMENT BROWNIE/BLONDIE BAR**  
Calories:276 Protein:8g Carbs: 36g Fiber: 8g
- 

## DAY TWO

- 9:00 am **JOULERAW BERRY CHIA SMOOTHIE** Calories: 276 Protein:6g Carbs: 22g Fiber:9g
- 12:00 pm **FENNEL CARROT SOUP** Calories: 257 Protein: 12g Carbs: 45g Fiber: 17g
- 3:00 pm **JOULEGREEN** Calories: 229 Protein:4g Carbs: 40g Fiber: 6g
- 5:00 pm **JOULECITRUS** lemon, detox tea, maple syrup, cayenne
- 7:00 pm **SPICY VEGAN BURGER** Calories:418 Protein:13g Carbs:15g Fiber:6g
- ANYTIME **JOULEBODY MEAL REPLACEMENT BROWNIE/BLONDIE BAR**
- 

## DAY THREE

- 9:00 am **JOULERAW BERRY CHIA SMOOTHIE** Calories: 256 Protein:6g Carbs: 22g Fiber:9g
- 12:00 pm **VIETNAMESE SEASONAL CLEANSE WRAP** Calories: 237 Protein: 12g Carbs: 32g Fiber: 11g
- 3:00 pm **JOULEGREEN** Calories: 229 Protein:4g Carbs: 40g Fiber: 6g
- 5:00 pm **JOULECITRUS** lemon, detox tea, maple syrup, cayenne
- 7:00 pm **CURRY CHICKPEA PATE** Calories:312 Protein:11g Carbs:23g Fiber:7g
- ANYTIME **JOULEBODY MEAL REPLACEMENT BROWNIE OR BLONDIE BAR**



## EXECUTIVE BIO

---

### YVETTE ROSE CEO/FOUNDER

Under the surface of those who appear to “have it all” often lie surprising and inspiring stories. Nothing is as it seems and Yvette Rose is no exception. The Brooklyn-born native is 5-foot-nothing dynamo. She was born moving at 100 miles per hour, but for the first part of her life she fueled herself with cigarettes, potato chips and Dr. Pepper. Her weight loss techniques consisted of martini and Ecstasy-driven dusk-to-dawn dancing in New York City’s best clubs, sandwiched between 15-hour workdays. Today, she’s become one of New York City’s most adored wellness gurus. Not even 40 years old, Rose serendipitously built a yogic underground of devotees who swear by her approach to creating vibrant health. Her Joulebody detox systems are a radical approach to cleansing, doing away with all-liquid, drink-by-number starvation detox systems so popular now. On the contrary, she teaches how to cleanse – with food.

The naturally ebullient entrepreneur’s concept is on a stratospheric rise after becoming a national brand. For a gal who grew up in the Coney Island projects and left high school at the tender age of 17, she is a striking example of success. Something her husband at first saw as a “just a hobby,” her detox-with-food company managed to gross one quarter of a million in sales before its third year. “I don’t know how to build a business,” she says with a laugh. “I was fired from probably ten jobs when I was younger, but I am noticing that when I stay true to my core beliefs amazing things happen; most of all, I don’t get fired anymore.”

## EXECUTIVE BIO (cont'd)

---

"Admittedly, I never exercised," says the spunky-eyed sprite of a woman who looks 15 years younger than she should. "I couldn't even perform one of the five pushups required of me when I attempted to join the U.S. Army at age 19." Weighing in at a whopping 90 pounds, she ate five bananas just to make the weight requirement for boot camp. Today, Rose has been certified by the Yoga Alliance, National Strength and Conditioning Association, International Sports Science Association, American Association of Drugless Practitioners and the American Association of Nutrition for Sports Training; she is a walking anomaly with an infectious laugh and today thrives on sun salutation, squat and pushup workouts.

Rose literally feeds her customers with simple and powerful foods that reboot their human operating systems. She's in the butterfly technology business; teaching others to shed dullness and embark upon the path to pure glow. Using nature's apothecary, Rose knows how to ignite the body's natural processes unlike any other. Unlike detox and cleansing mantras established before her, she shares the secrets of how to cleanse the body without shocking it into submission. A believer that the body already has its natural cleansing system in the form of a liver and set of kidneys, she does not instruct her students to starve out all their gastronomic sins of the past with limeade and cayenne pepper fasts. She's on a mission to make detox reasonable. As rebellious a thought as that is to the purist diet-istas in the world, it's no surprise this philosophy comes from someone who does not deny herself of a regular glass of wine or indulgence in her favorite vice, potato chips. She's also probably one of the few yoginis one might see exiting the studio in a pair of Gucci stilettos. "I've refocused my rebellious nature to create something positive. Starving yourself with juice-only fasts is ridiculous; I don't care how many fancy-packaged, numbered drinks you ingest. It just doesn't make sense. The body has all it needs to cleanse; giving it the right stuff to aid the process is the ticket."

## EXECUTIVE BIO (cont'd)

---

Since the time she watched her single Mom dressing like a million bucks on a meager salary, she had been bitten by the fashion bug. As a girl, she'd lose herself in the pages of *Vogue* and *Harper's Bazaar*. Her first jobs were in retailers like Macy's where she'd pick up her paycheck and blow every cent on Calvin Klein, Miu Miu, Prada and her signature Gucci shoes. "One of my favorite jobs was shopping for fashion trends for a private labeler where we'd knock off the best-selling things on the market." Her penchant for fashion landed her an education at the Fashion Institute of Technology where she studied Marketing and Communications.

Rose moved into the advertising industry, where she worked on the Philips account, as they were rolling out flat screen TV technology and the first DVD players. Though she'd landed a 'mainstream' job, her responsibility was to keep the client happy, which meant entertaining them at the clubs she frequented, tipping copious amounts of cocktails and eating rich foods at fancy restaurants. She spent her days smoking cigarettes in the office and raiding the refrigerator for the well-stocked selection of sodas. At the time, it all seemed so glamorous. Rose, then only weighed 82 pounds soaking wet, yet she burned the candle at both ends; without an ounce of self-awareness or care for her health.

After years of a recklessly high flying life dancing in the cages at the legendary Limelight and Palladium with the likes of Donatella Versace, a life-altering event occurred when Rose thought she was suffering from a two day hangover. She found herself, in fact, two months pregnant. Her body was telling her that the Twinkies and all-night lifestyle had to go.

Pregnancy changed her life. Rose started practicing prenatal yoga and from there her knowledge and curiosity grew into a thirst for learning the intricacies of how the body works. Others were mystified and inspired by how she cared for her body. After gaining 42 pounds during her pregnancy, she literally lost it a week later; it was that working knowledge which landed her a personal trainer spot at Equinox. From there, she took a deep dive into the nutritional arts attending the Institute of Integrative Nutrition. Her natural curiosity drove her to experiment with spices, foods and herbs that would stimulate the

## EXECUTIVE BIO (cont'd)

---

natural cleansing processes of the body. She became interested in cleansing for her clients, as she got great results for herself when she overindulged in chips, cheese and wine. She cooked for her clients, producing gastronomically outstanding cooked and raw foods that spurred the body to perform at top notch. "What became glaringly apparent," she adds, "was that when ingesting the right foods, the body naturally sheds excess weight and transforms everything from how it looks to how the brain performs." She was astounded and motivated to witness how simple food choices could trigger the body without going into starvation shock.

She was on to something. These years became the basis of her Joulebody system "cleanse with food" philosophy.

Soon thereafter, Rose became an entrepreneur, founding a detox system company which features food instead of the trendy juice-based starvation systems already on the market. Joulebody became so loved that her business skyrocketed in the most competitive city in the world – all without any formal marketing.

Rose is still a lover of fashion and fondly remembers her velour cat suits and domination of the scintillating club scene of New York City in the 90's. She can now be counted as one of the most striking of New York mom's, perhaps giving the *Sex in the City* Carrie Bradshaw character a run for her money. Rose continues to teach yoga to a cadre of exclusive clientele while building her business and becoming a scion of detox sensibility. She's an avid student of the healing arts and nutrition, a runner and lover of fine wines. Rose lives in New York City with her husband. Still, to this day, one of her favorite indulgences are potato chips and chocolate, something she and her hubby love to do together, when not chasing down their now two children.

###