



Media Release, June 2017

## **CocoEarth launches Australia's first Liquid Coconut Premium Oil**

Health-centric consumers are always on the lookout for a more nutritious alternative to cooking oil, and CocoEarth is determined to quench this need with the launch of Australia's first Liquid Coconut Premium Oil (LCPO). Going beyond the 'health fad craze', LCPO has established itself as a versatile superfood that can be a natural-multitasker for all kitchen and beauty needs. It extracts only the healthiest part of the coconut and doesn't contain any chemicals or artificial ingredients.

CocoEarth's LCPO is an all-natural, innovative, expeller pressed cooking oil that contains 1.5 times more healthy MCTs (Medium Chain Triglycerides) than regular virgin coconut oil. Its unique composition provides consumers with a natural energy boost that can increase vital ketones and strengthen a person's immune system and metabolism. Its liquid composition allows the product to be stored anywhere, as it remains intact in all temperatures and doesn't get rancid.

Living up to its superfood name, CocoEarth's LCPO has proven to be great for weight loss, stress relief, memory retention and controlling blood sugar levels. This 100% non-GMO coconut oil is convenient to use, easy to digest (five times more capric and caprylic) and with its antimicrobial component, Lauric acid, can protect the body from harmful pathogens. CocoEarth is vegan, Halal and Kosher friendly and contains no harmful saturated fatty acids.

"We are so excited to be introducing such a versatile unique product to the market. Liquid Coconut Premium Oil embraces its natural origins and can offer people good health on the inside and out," says CocoEarth's founder Neeraj Sharma.

One 500mL bottle of Liquid Coconut Premium Oil is made from 25 organically grown, matured coconuts. Packing a nutritional punch, it is versatile in the kitchen and is the perfect choice for sautéing, frying, baking, salad dressing and grilling.

On top of dietary benefits, LCPO has become a staple product for skin, hair and personal care. It is a natural antibacterial and antifungal, which acts as the perfect moisturiser, and can penetrate hair better than most oils. A jack of all trades, LCPO can also be used as a natural make-up remover, lip balm, hair treatment and shaving oil. Its practical and conventional liquid form allows these coconut oil beauty hacks to be performed with ease.

Liquid Coconut Premium Oil is the leading choice for all cooking and beauty needs. By replacing other oils with LCPO people can reap natural health and beauty benefits and unlock an energy they didn't know was possible.



**CocoEarth's products are available nationally in Woolworths and Coles and selected health and independent food stores. Liquid Coconut Premium Oil 250mL RRP is \$9.90 and 500mL RRP is \$13.00.**

**For further information visit [www.cocoearth.com.au](http://www.cocoearth.com.au)**

**For media enquiries, samples and high res images please contact:**

WordStorm PR – Marnie Faundez

**E:** [marnie@wordstormpr.com.au](mailto:marnie@wordstormpr.com.au) / **T:** 02 8272 3207 / **M:** 0447 567 156