

## **Green Jeans Creative Designs New Ad Campaign for Cell Science Systems Ltd. Corp**

*Green Jeans Creative announces the launch of a new ad campaign designed for Cell Science Systems Ltd. Corp.*

April 20, 2009 (FPRC) -- Denver, CO, USA - Green Jeans Creative, a graphic design firm located in Denver, Colorado, announces the launch of a new ad campaign designed for Cell Science Systems Ltd. Corp, entitled "Food Intolerance."

The new campaign was designed to build awareness of the dangerous effects that food intolerance might have on an individual. Many people are unaware of these effects that everyday food and chemicals may have on a person. This ad was designed to target those who have these sensitivities or who think they may have them.

Cell Science Systems Ltd. Corp is the maker of The ALCAT Test. The test identifies reactions of over 300 foods, chemicals and other substances that can create sensitivities. They provide people with test results and nutritional information to help them with their sensitivities.

Green Jeans Creative designed the ads to be clean and simple. The ad designs create a new visual approach for Cell Science Systems, which helps communicate what the company does along with the dangers that can be present for people that have food and chemical sensitivities.

The advertising campaign will be run in several health and wellness magazines that are distributed nationwide, such as Natural Solutions and Living Without. The first of the ads will be run in March/April issues of the magazines.

"This was an important project for everyone at Green Jeans Creative. We wanted to find the best possible way to communicate Cell Science System's message, the problems relating to food and chemical sensitivities, and to maintain the level of design we are known for," said Anne Grinney-Colomban, Partner at Green Jeans Creative.

"The ROI on these campaigns has been outstanding. We have gotten a lot of wonderful feedback from our advertisements designed by Green Jeans Creative. They are able to provide insight into what catches the consumers' eye and how to say more with less. The advertisements have been so effective that we have received inquiries from current partners looking to do co-op advertising using the designs created by Green Jeans Creative," said Daniel Lassman, Brand Manager of Cell Science Systems Ltd.

About Green Jeans Creative:

Green Jeans Creative is a design agency that specializes in print and branding design services.

To contact, learn more about our their services or to request a free consultation:

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