

LiquidWholeFood.com Adds Vital Information on Liquid Vitamins Pages

These days, there are a growing number of food allergies and dietary restrictions along with vegetarian and vegan consumers. Liquid vitamins retailer LiquidWholeFood.com, a Life Force International member website, has added at-a-glance icons on each product page to designate what foods are gluten-free and also celiac-, vegetarian-, vegan-, and diabetic-friendly.

November 6, 2009 (FPRC) -- If you are diabetic, gluten sensitive, someone suffering from celiac disease, or a vegetarian, you already know it can be difficult at best to find safe food and supplement choices for optimum health. Being sensitive to these needs, Life Force International Independent Member LiquidWholeFood.com has set up a special area of information on each product page of its website to address these issues. All customers will now know at a glance if the liquid supplement or liquid whole food is safe for their restrictions.

"Not only do we personally have those suffering with celiac and diabetes in our lives, we also have vegetarians, vegans, and those with food allergies," said Carolyn Schlicher, who owns the LiquidWholeFood.com website along with her husband, Darryl. "We know we carry the best health products from the best health supplement manufacturing company in the world and always are confidently advising about [the supplements] to our friends and family. We realized this information would be of great benefit to all visitors to the LiquidWholeFood.com site as well."

The website pages now bear a colored circle with a checkmark in it to show when a product fits one or more of the following categories: gluten free, vegetarian, vegan, diabetic-friendly, and celiac safe. The icons can be found prominently after the product description. But the Schlichers have made it clear in their legal footer verbiage that Life Force International itself does not approve nor adopt the information from LiquidWholeFood.com (or any other non-corporate, independent website). The statement continues that Life Force Intl. will not "verify or endorse such statements." This means that LiquidWholeFood.com is the one making these classifications, not Life Force.

"We already knew from official statements from Life Force about the vegetarian, vegan, and diabetic classifications of the products. It was the gluten-free and celiac needs we wanted to know." At that point, she took the time to carefully research each product ingredient and consult with the company. "I have been assured that all of the Life Force International products are gluten-free. This is a boon for so many people who are desperately trying to stay healthy the natural way but have severe restrictions."

The first product Schlicher researched was Life Force's™ Body Balance, the organic liquid whole food vitamin supplement that is their most popular product. All the ingredients needing verification were on the list of celiac-safe foods at celiac.org. "I had a hunch that a product that has sold over five million bottles and been around for 25 years would pass with flying colors, but I wasn't going to leave any stone unturned." The Body Balance product is made from certified organic aloe vera and nine types of sea vegetation, along with few other ingredients added for taste and safety.

LiquidWholeFood.com carries more than just natural liquid vitamins and liquid supplements. They

also carry homeopathy tinctures for mood improvement, and immune support, Taheebo, colloidal silver, an herbal body wrap and more. All products on their site are manufactured by Life Force Intl. in Poway, CA.

Even though the Schlichers know all the products are gluten free, one product on the website doesn't carry the "celiac safe" checkmark. The Life Force International TrueGreens probiotic and greens drink is especially exceptional for people needing nutrient-dense food and to build beneficial bacteria in the intestines. Of the 28 natural ingredients, two are wheat and barley grass which is the young grass that eventually forms the stalk that the grain (the part of the plant that contains the offending gluten) comes from. While the protein from the seed appears to have been used up by the time this grass is harvested, there are some concerns in celiac circles about minute amounts remaining or possible contamination from wheat or barley grains that could be in the field. Others feel the chance is so remote the wheat or barley grass (which is nutrient-rich) contains any grain that the nutrition should trump the fear. "Knowing that Life Force values the health of the consumer enough to get and consistently renew GMP (Good Manufacturing Practices) certification when they don't have to, I am confident this product is celiac-safe. I'm just a chicken because of what social networking circles say." After a thoughtful pause, she says, "No, I take that back. I'm not a chicken. I just want to be 101-percent sure that we're recommending these products to the broad-base of support for these conditions. We'd rather lay down profit potential to give all customers full confidence in all of the Life Force products."

About LiquidWholeFood.com:

LiquidWholeFood.com is a Pennsylvania-based online retailer exclusively featuring organic liquid vitamins and other natural liquid supplements manufactured by Life Force International. The company has received awards for business practices, methodology, and service and additionally offers customer service certification for websites in all industries.

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Keywords

[liquid vitamins](#)

[celiac](#)

[gluten free](#)

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