

BRAGG100th Anniversary MEDIA RELEASE

For Immediate Release

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National Health Food Company Celebrates 100Year Anniversary *Dr. Patricia Bragg Celebrates 100 Years As A Family Owned Business*

*February 2013...*The honoring of Dr. Patricia Bragg and her father, Dr. Paul C. Bragg is in full swing. Dr. Patricia Bragg, called the First Lady of Natural Living, received the 2012 Health Freedom Expo, Hall of Fame, Lifetime Achievement Award.

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100 Years of Bragg Live Foods:

In 1912 Dr. Paul C. Bragg opened a small health store in Los Angeles, and from that small beginning an international health products company started the first line of 365 Health Products. Bragg Live Foods, now run by Paul's daughter, Dr. Patricia Bragg.

Dr. Patricia Bragg is 100% dedicated to continue the Health Crusade that her father started 100 years ago. She has won international acclaim for her teachings in the health field and has toured the world 13 times spreading physical and spiritual health through lectures and thousands of radio, television, and print interviews. Her Healthy Lifestyle teachings are of worldwide appeal and easily incorporated by people of all ages, nationalities and walks of life. Dr. Patricia Bragg has been the health consultant to some of Hollywood's biggest stars including; Clint Eastwood, Tom Hanks, Steve Jobs, Katy Perry and Jack LaLanne, to name a few, and has a monthly health column in The Hollywood Times.

Continuing on the Bragg Legacy and Crusade, Bragg Live Food Products is developing a 120 acre organic farm on the outskirts of Santa Barbara, California. The property is in the process of being modeled into an Organic Teaching Farm & Center with facilities to both educate and instruct in the values of growing and eating organics, called the Bragg Health Institute. www.bragghealthinstitute.com The Bragg Health Institute was inspired in part by an educational program called "Bring a Farmer to School", in which Dr. Patricia Bragg, the Director of Health Science: Dr. John Westerdahl and Bragg's Organic Farmers were invited to speak to children at local elementary schools. The focus of the education outreach is to teach children about the importance of eating more organic fruits & vegetables and how organic farming plays an important role in environmentally - friendly, health plant foods.

Last year the Bragg Health Institute www.bragghealthinstitute.com donated thousands of organic apples to the local school districts grown from the Bragg Organic Farm.

2012 marks 100 years since her father, Dr. Paul Bragg, set about launching a health revolution that has resulted in entire industries dedicated to creating healthy food products. His amazing legacy, detailed below, began when he was stricken with tuberculosis and found a cure at Swiss clinic. He returned and founded America's first Health Food Store in 1912 and is known as the Father of America's Health Movement by introducing the benefits of purified water, juices, herbal teas and organic foods to the U.S. market.

- He started the first modern Health Food Store in America.
- He was the first person to introduce to the Pineapple Juice, then later Tomato Juice. Before this, people thought these juices would be too acidic, but soon these juices became some of America's favorite beverages.
- He was the first person to introduce Honey nationwide by making it available to the general public, before it was available only at roadside stands by the farmer.
- He introduced Juice Therapy in America by bringing the first hand vegetable and fruit juicer from Germany.
- He pioneered Health Radio in Hollywood years ago with his 3 times daily Program on Health.
- He pioneered a Health TV Show – which helped to spread what the name of the show was called – "Health and Happiness." It was a five-day a week, half-hour show comprised of exercise time, health recipes and visual demonstrations and guest time, where famous people shared their health and happiness secrets with the viewers.

Patricia's library of inspiring self-health books have renewed, rejuvenated, and revitalized the lives of millions worldwide by supporting a change with self-improvement. Her best-selling book ***Apple Cider Vinegar-Miracle Health System*** has sold in excess of 9 million copies to date. Patricia's signature products include Bragg Organic Apple Cider Vinegar & All- Natural Drinks, Bragg Organic Extra Virgin Olive Oil, Bragg Liquid Aminos, 3 different Bragg Organic Seasonings, and 4 different Salad Dressings & Marinades; all of which provide many internal and external health benefits, and have been recognized as the Best in the industry.

Patricia Bragg ND, PhD, is a dynamic speaker and a living, energetic symbol of the healthy lifestyle she teaches.