



When a Thriver's Brother Gets Cancer, Thrive Is Put to the Ultimate Test.

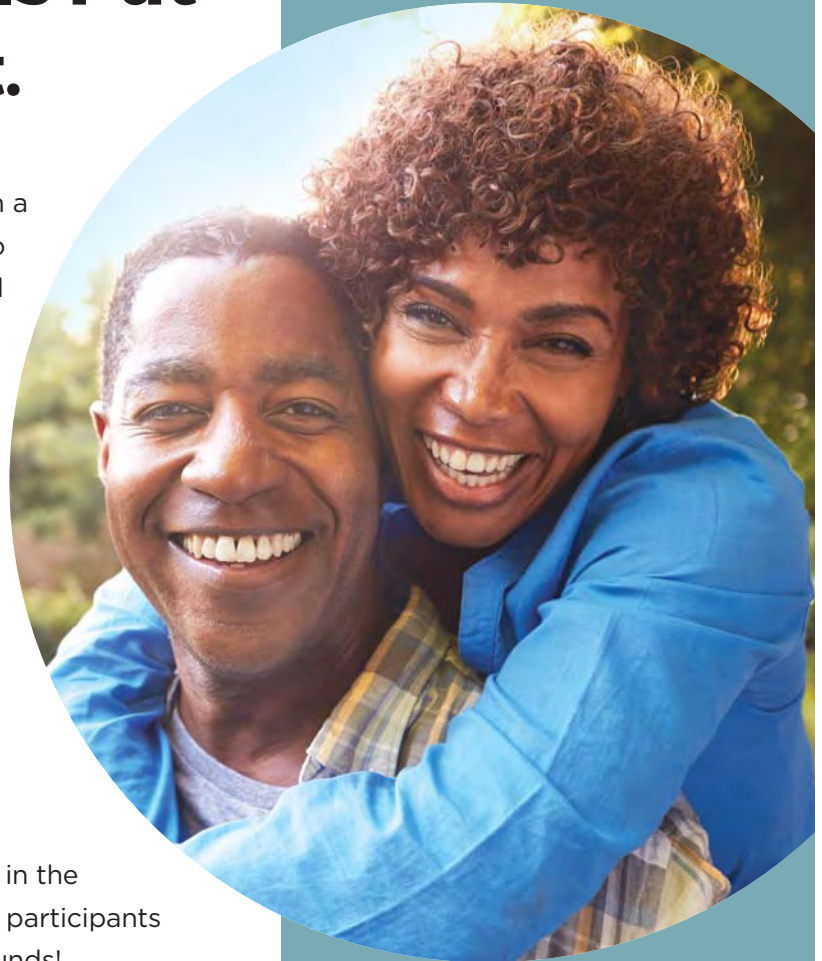
A couple of weeks ago, I learned that my brother who diagnosed with a rare cancer in his digestive system. In a very short time, he had lost over 40 pounds. He was so sick, so weak and so skinny, there was no way he could undergo chemotherapy after the surgery to remove the tumor without first gaining weight. Our entire family was gripped with fear.

In the face of cancer, I did what any caring sister would do - at least one who works for a nutritious ice cream company - I sent my kid brother a case of Thrive Ice Cream. And just to make sure he had enough, our older brother also sent him a case of Thrive. Great minds think alike in our family!

Why were we sending our sibling ice cream? Not too long ago, Thrive released a study documenting how effective this unique ice cream is at helping frail elderly adults gain weight. Over a 12-week period, participants in the study gained an average of six pounds, five times what participants on another supplement gained. One man gained 14 pounds!

Knowing our brother needed to gain weight quickly and do so in a way that wouldn't upset his system - there was a lot of post-surgical healing to do which limited what he could eat - we sent him Thrive Ice Cream.

Every time I spoke to him or my sister-in-law, I asked if he was eating his Thrive. (Affirmative.) Still, I worried about him, his weight and whether the ice cream was helping.



After just five weeks of supplementing his diet with high-protein Thrive Ice Cream, my brother, who was battling a rare intestinal cancer, gained 20 pounds!



Finally this weekend, we got great news! My brother's cancer, while very rare, is slow growing and can be treated with a monthly injection rather than chemotherapy. (YAY!) Second, he had two full-body scans and there was no sign of the cancer. (YAY!) Lastly, after just five weeks of supplementing his diet with Thrive, he'd regained 20 pounds!! The stick man, who at six-feet-tall had reached a low of 140, was back up to 160.

Everyone was amazed at the turnaround!

When I went to visit him soon after, he explained how terrible his illness had been. He'd gotten so thin, he avoided undressing in front of his wife. He wouldn't look at himself in the mirror. When he did catch a glimpse of himself, the only thing left of his butt was some saggy skin. Every rib was visible.

When we sent him the Thrive, which has four active probiotics to support digestive and immune health, we strongly suggested he speak with his doctors before eating it. (Something everyone with a health condition should do.) So he dutifully took it to his

oncologist, who studied the label and approved it.

He had all four flavors of regular Thrive Ice Cream – Creamy Vanilla, Simply Chocolate, Buttered Pecan, and Salted Caramel - the latter of which quickly became his favorite. He ate eight ounces of Thrive per day to supplement the super-high protein diet ordered by his doctor. Each serving of Thrive contained about 10 grams of protein along with 24 vitamins and minerals. His weight came back quickly and even more surprising, he is now back at work and working out.

In the food and beverage industry, companies have to be very careful about making claims of any sort. If claims are made, they have to be backed by clinical studies. Currently, we don't have clinical studies with cancer patients and Thrive Ice Cream. But in the case of my brother, we have an individual who very quickly was able to regain weight and thanks to the expert care of his surgeon and oncologist, along with prayers and love from family and friends, he is well on the road to recovery.

And for that reason, I will continue to share Thrive Ice Cream with friends and acquaintances fighting cancer. ■



Nutrition-packed Thrive Ice Cream is high in protein and fiber, has 24 vitamins and minerals, plus four active probiotics for digestive and immune health. We use high quality REAL® Dairy milk and cream along with natural flavors and colors. There are no fillers, no palm oil and no high fructose corn syrup. Thrive is certified kosher, gluten free and appropriate for low lactose diets. It is available in regular and no sugar added flavors.

THRIVE
real ice cream. real benefits.

Thrive Ice Cream is available at a growing number of retailers across the US and can be ordered online for home delivery. Hospitals, cancer centers, senior living facilities, professional sports teams, and college athletics programs across the country are serving Thrive to their patients, residents, staff, guests, and athletes.

Visit www.ThriveIceCream.com for details.

JUNE 12, 2018

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