



I was planning mom's funeral. Now I'm planning her 98th birthday.

We at Thrive Ice Cream believe in our product with all of our hearts, but when we got an email from Sue in Kansas, we were astonished and a bit emotional when we saw her comment:

"A month ago, I was planning mom's funeral. Now I'm planning her 98th birthday."

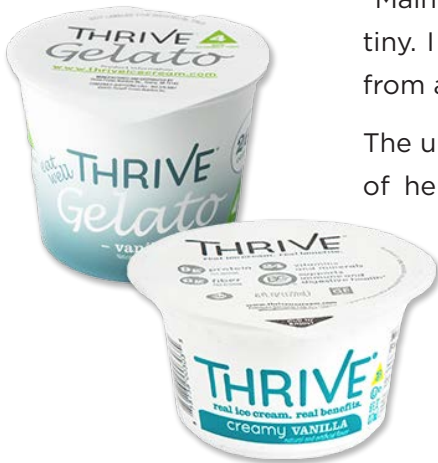
Wow!

It turns out that Sue's 97-year-old mother had spent nearly a decade in memory care after a long, active life as a farm wife. Over the last several years, she had become increasingly non-verbal and no longer recognized her daughter. One night last January, Sue received a call from her mother's caregivers. She wasn't eating and her blood pressure and pulse were dangerously low. She had grown increasingly frail. The caregivers suggested Sue's mother be moved to hospice care.

The next day Sue drove to Iowa to be with her mother and was saddened by what she found.

"Malnutrition is an ugly thing. Mom was so tiny. I was afraid we were going to lose her from a simple lack of nutrition."

The unintended weight loss was not for lack of her caregivers trying to feed her. Sue's mother wouldn't wear her dentures and was refusing the pureed food served at the nursing home. Then, one of the caregivers suggested they try Thrive Ice Cream. Sue agreed.



After only two weeks on Thrive, something remarkable happened. Sue's mother began interacting with her family and caregivers, something she hadn't done in months.

Do you remember your first time eating ice cream? How you licked up every bit of it? It was like that for Sue's mother. She loved Thrive Ice Cream and ate every single bite of her first six-ounce serving. Delighted with her appetite, her caregivers began feeding her three servings of Thrive per day. Within days, Sue's mother was more responsive and beginning to regain weight.

"The only flavor they had was vanilla so I started adding things like pureed peaches and other fruit. She really enjoyed her 'ice cream diet,'" shared Sue.

After only two weeks, something remarkable happened. Sue's mother began interacting with her family and caregivers, speaking short phrases and even laughing, which she hadn't done in months.

She gained weight and strength and even began to walk again. Her eyes were brighter and her hair had a new shine. After three weeks, Sue transferred her out of hospice care.

"I really have to credit Thrive Ice Cream and its nutrition. My mother is much more comfortable and not anxious like she was in the past. I am thrilled to be planning her 98th birthday!"

It's one thing to develop a product you know can help people because of nutrition science and research, which was our goal when we created Thrive for Healthcare. But it's overwhelming when you hear from someone who has had a life-changing experience with your product such as this one. ■



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.

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