

ALEXANDRIA, Virginia- June 1, 2008- DreamPak L.L.C. announced that it has recently developed a line of environmentally friendly functional and nutritional beverage products. The new product line offers a viable alternative to canned and bottled beverages, which contribute to a great deal of waste and pollution and can even lead to global warming.



DreamPak is one of the first companies to offer environmentally friendly liquid nutritional supplements in single dose form. DreamPak's nutritional supplements are packaged in small ampoules that use up to 98% less plastic than supplements in bottled form. Rather than being consumed directly from bottles, these products are added to water for instant nutritional supplements ranging from Vitamins & Antioxidants, Joint Care, Health & Beauty and Weight Loss.

Industry insiders believe that these products are the next step in health products not only because they are environmentally friendly but also because they are in liquid form rather than in pills or powders. Liquid nutritional supplements offer several well-documented advantages over traditional supplements such as faster absorption into the body, increased bioavailability and ease of swallowing. DreamPak is the first company to combine these advantages with the benefits of their unit dose packaging system, which provides consumers with convenient and portable products that are great for the environment.

DreamPak's announcement of its new environmentally friendly product line comes amidst heightening concern about the environmental damage caused by the disposal of bottles and cans. Despite efforts to increase recycling of plastic bottles, the amount of bottles that are recycled is below 30%. Health officials remain concerned that this low rate of recycling will cause irreversible effects on the environment. The production and transportation of plastic bottles requires the use of oil, the drilling of which releases gasses that are considered to lead to global warming. Once the bottles are used, if they are not disposed of properly, they lead to increased waste and pollution.

Critics of the environmental damage caused by beverage companies have made concerted efforts to reduce the overall consumption of bottled drinks. Several cities have introduced measures phasing out the sales of bottled water. Chicago is on its way to imposing a 10-cent tax on each bottle of water. In addition, the cities of San Francisco, Los Angeles and Salt Lake City have asked their employees not to use bottled water or have banned city spending on it. Such measures have led many experts to express the view that the bottled drink market may have already reached its peak. Since last year, beverage companies have been hit by a 7% decline in the growth of bottled drink sales, a figure that could increase in the next few years.

The backlash against the use of plastic bottles has been acknowledged by major bottled drink manufacturers such as Coca-Cola, Pepsi and Nestle who are all evaluating measures that will address these concerns. As the social costs of consuming bottled beverages become more apparent, beverage companies are developing alternative forms of packaging for their products. DreamPak's recent innovations may signal the beginning of a new form of beverage packaging.

Since its inception in 2000, DreamPak has made it its mission to develop environmentally friendly products that make it easy and enjoyable for people to stay healthy. "Being able to offer consumers health products that are effective and environmentally friendly is what separates DreamPak from other companies," said CEO and Founder Dr. Aly Gamay. "We strive to be the leader in environmentally friendly health products and will continue to look for new ways to offer safe and effective products to our customers."