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Photos available

Bilal's EasyKale Launches In The U.S.
Now Available: New USDA-Certified Organic Kale Shake-On Seasoning

When Bilal Qizilbash discovered that juiced leafy kale would kill melanoma cells, in vitro, while leaving non-cancerous cells alone, he knew he'd had a breakthrough and a realization.

The breakthrough led to a U.S. patent and continued laboratory studies.

The realization was that Bilal could help the world's health with his new product—Bilal's EasyKale—that makes it easy for people to add kale to their diets.

Bilal's EasyKale will launch on March 1, 2019, at which time consumers will discover how "eating healthier just got easy."

Bilal's EasyKale is 100% USDA-certified organic kale produced as a shake-on seasoning. It's dehydrated via a process that minimizes the flavor profile while maintaining nearly all of the nutrition and bioactivity of leafy kale. Bilal's EasyKale is virtually tasteless—but kale lovers will still be able to appreciate its subtle flavor. This new product is easy to shake on almost any food and/or can be added to any recipe.

"Our customers told us they wanted a USDA-certified organic product," Bilal said. "So, we provided just that, while also offering it at a lower price than our previous version, which will really help us get it in the hands of more people who can benefit from it."

The new Bilal's EasyKale shaker is priced at \$14.99, offering the equivalent of over 60 cups of leafy kale at 25 cents a cup. It has a shelf life of over one year.

Bilal's EasyKale works great in smoothies, sauces, soups and other recipes, making it simple to add kale—which WebMD⁽¹⁾ refers to as a "superfood"—to any meal.

Bilal's EasyKale will have a new Amazon.com product page and the inexpensive and fast delivery times that are afforded by Amazon's distribution network.

"Our team has put together awesome packaging for the product, and we've got great people working to make it easier than ever to purchase online," Bilal said. "We look forward to hearing what customers think of the new product—and sharing more recipe ideas with us!"

About Bilal

Bilal's EasyKale is the direct result of Bilal's passion for helping people and his success as a scientist. His discovery that kale could be an important tool in the fight against cancer has caused him to work tirelessly to help people get more kale in their diets. In working with kale in cancer research, Bilal learned better ways to deliver high-quality kale to customers at low cost with long shelf life.

Bilal's goal is to see many people adding this powerful disease-fighting food to their diets, and he is offering Bilal's EasyKale as a convenient way for people to do that daily.

About EasyKale Labs

EasyKale Labs, LLC, is a triple-bottom-line corporation based in Jackson, Miss. At the direction of Qizilbash, the company earmarks five percent of net profits for two different causes—feeding the homeless (via the Draw-a-Smile Foundation) and educating a new generation of coders from at-risk backgrounds via the Mississippi Coding Academies. Learn more at www.easykale.com.

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¹ <https://www.webmd.com/food-recipes/kale-nutrition-and-cooking>