



It takes a lady to be the "Cherry Queen", but if there were a King of Cherry promoting entrepreneurs, it would have to be Ray Pleva. Ray has done it all, from growing cherries along the blue waters of Lake Michigan to raising the level of the cherry to new heights around the world. Achieving broad recognition by his marketing and public relations efforts, Ray has indeed helped put the cherry industry in the spotlight.

A native of Cedar, Michigan, and a leader in the community, Ray has spent most of his life in and around the cherry industry, creating new markets and developing exciting new products that captured the interest of people on a local as well as a national level. His local meat market was the site of "Plevalean's" birth, via a marriage of quality beef and ruby red cherries. The recognition of the benefits of Plevalean led him to celebrity status, appearing on the **Oprah Winfrey Show, Home Improvement with Tim Allen's Tool Time show, and CNN's Headline News.** The new and creative combination has proven to be not only tasty and juicy, but nutritious. Ray's research in conjunction with Michigan State University found the first antioxidant in cherries. Michigan State later found that there were 16 additional antioxidants hidden within the cherry. His meat products combining cherries with 91% lean ground round or ground sirloin have actually created a juicy, tasty, *healthy* burger. Studies at various universities around the country have now proclaimed the positive effects of cherries on several of the body's systems.

A natural progression for this true entrepreneur was to look at additional ways the health enhancing feature of cherries could be utilized and marketed to help the quality of life for people.

Voila! Enter **Cerise Nutraceuticals, LC**, featuring six new products designed to "put the skin and body back into its natural comfort zone for total body rhythm". The testing of these six products has resulted in testimonials from numerous people with glowing comments of the efficacy of the lotions, serum, and capsules on a variety of bodily complaints. After lengthy and careful research, Ray has combined cherries and emu/kalaya oil with other natural nutrients, creating a synergistic effect that helps the body return to harmony and restores the body and skin's natural comfort levels.

Ray's leadership has opened the box for the cherry industry and injected new life into what had been their sagging economy. He has received several patents on cherry enhanced products. Cherries are no longer just a simple food product!

***"The little red cherry has a touch of gold!"***

**CERISE FOR LIFE!**