

## The Ultimate Science Behind TruFlavorWare

#1: The inherent taste of metal flatware in and of itself is quite yucky. If anyone doesn't believe it, just take a metal spoon right out of your kitchen drawer and give it a good lick. Phooey!

TruFlavorWare has absolutely no basic inborn taste whatsoever. It is 100% taste-free, non-toxic and totally inert.

#2: When someone places a metallic object in their mouth, it immediately comes into contact with their acidic saliva, which is actually an electrolyte. Then a very subtle, yet perceptible, "galvanic action" immediately occurs. This phenomenon literally makes one's head into a real live battery. Did you ever try licking the two posts on a nearly-dead 9-volt battery? Electricity really does have a nasty taste to it!

#3: Placing a metallic spoon or fork in one's normally acidic mouth also causes a "physical reaction" to occur that instantaneously creates ions, sort of like the sparks that fly off of a kid's sparkler on the 4th of July. And guess what, your taste buds are actually ion receptors that can literally "taste" those nasty metallic, spewed-off ions! Triple-Yuck!

#4: And finally, this toxic reaction is further greatly exacerbated by food coming into significant contact with metal flatware such as a knife cutting through solid food before being ingested. And making it even worse yet is having something like meat, which is (believe it or not) highly acidic, being in reactive contact with metal flatware. This tends to generate even more nasty-tasting metallic ions. And those cutting generated ions do not dissipate rapidly. They linger on the food's surface long enough to be tasted.

**A.** As a child, from the very moment that anyone first starts to eat with metal flatware, their brain begins to automatically filter out all of those nasty, undesirable tastes as mentioned above. Unfortunately, that filtering process also takes a lot of good tastes along with it as was demonstrated in the "Metal spoon vs. TruFlavorWare" findings in the Cornell University taste test study of 2010.

**B.** I have a friend in Detroit named Paul. His wife was dying of stage IV cancer. She was on chemotherapy. Every day, on his way home from work, he would stop and buy his wife a good healthy dinner. Once he got home, he would routinely cut her meal up into nice little, easily edible, cubes. She would then take a few bites and that was that. Not much nutritional intake value occurring at a time when she certainly needed it the most.

Toward the end, she wanted to go to Cedar Point with the kids as one last wish on her bucket list. On the way, they stopped at a Wendy's and Paul bought her a chicken sandwich. As usual, he cut it up into small edible squares with the available plastic flatware there. And guess what? She ate the **WHOLE** damn meal! Paul could not figure what had happened until he met me on the set of "Good Morning America" where we were filming a segment on new product innovations.

Unfortunately, he now knows what had been occurring every time he cut her food up with metal utensils (metallic ion contamination), but sadly it was too late. In summary, it was the significant but normal contact of metal aggressively rubbing against the meats and other foods (generating metallic ions) that created the nasty tastes that his wife horribly experienced. Plus, the additional daily placement of a regular household metallic fork or spoon in her mouth further cascaded the negative taste effects as described above.

This is why TruFlavorWare "Simply Makes Food Taste Better!"™