

- a) “Nature’s Most Versatile Superfood”;
- b) “COCONUT OIL: A SMART FAT”;
- c) “A natural source of medium chain triglycerides (MCTs) coconut oil boosts the metabolism, supports the heart and immune system and provides quick energy”
- d) “Harvested at the Peak of Flavor and Nutrition”;
- e) “Harvested at the peak of flavor and nutritional value”;
- f) “Coconut Oil Nutrition[:] -Contains Lauric Acid, Caprylic Acid, & Capric Acid - Natural Source of Medium Chain Triglycerides”;
- g) “Coconut Oil Nutrition[:] -Rich in Lauric Acid & Caprylic Acid -Great Source of Medium Chain Triglycerides”;
- h) “The ultimate cooking oil for health-conscious gourmets. As versatile as it is delicious, Barlean’s Organic Culinary Coconut Oil is ideal for sautéing, stir-frying and baking, or as a dairy-free butter substitute”;
- i) “NO TRANS FAT OR CHOLESTEROL”;
- j) “HEALTHY ALTERNATIVE TO BUTTER”;
- k) “All the health benefits of coconut oil, now with the rich flavor of butter”;
- l) “No Trans or Hydrogenated Fats”;
- m) “Cholesterol Free”;
- n) “THE HEALTH BENEFITS OF COCONUT OIL, THE RICH TASTE OF BUTTER”;
- o) “SUB 1:1 FOR BUTTER”;
- p) “we’re bringing a whole new flavor to healthy eating”;
- q) “Our butter flavored coconut oil has all the healthy MCTs of our regular organic coconut oil, with a rich, buttery taste”;
- r) “No cholesterol, trans fats or hydrogenated fats”; and
- s) “Substitute 1:1 for butter”.