



## Dead Sea Moringa to Appear in Mini Series on The Balancing Act® airing on Lifetime® Television

*Curt Landry, CEO will discuss the nutrient rich Moringa plant which has been traditionally used for thousands of years*

(Pompano Beach, FL – CISION – October 30, 2013) – Popular show The Balancing Act® airing on Lifetime TV is proud to announce that Dead Sea Moringa, a subsidiary of My Olive Tree, will be featured in a 3 part mini-series as part of the “Health Matters” programming. The company will be making its appearance in the series slated to begin airing in early 2014.

Native to the Himalayan Mountains, the **Moringa plant** (*Moringa Oleifera*) is a nutrient rich plant food source, and has been traditionally used for thousands of years. The uniqueness of the plant resides in the combination of its various components, which together, provide **Dead Sea Moringa** its unusually high nutritional and medicinal qualities\*.

Curt Landry, CEO will join the mini-series to educate viewers on a variety of topics including:

“Creating a Foundation for Optimal Health and Wellness”, “Spring into Nutrition”, and “A Woman’s Health Update”. Landry will also discuss how My Olive Tree, Dead Sea Moringa’s parent company, has partnered with a non-profit organization, Curt Landry Ministries, to support the farming of Moringa in Togo, Africa and help the malnourished children on site.

“We’re so thrilled that Dead Sea Moringa will be on The Balancing Act to showcase the Moringa plant and all its health and wellness benefits throughout the mini-series. Our viewers may be surprised at what this nutrient-packed plant offers”, says Doug Campbell, Executive VP of Programming for The Balancing Act® on Lifetime TV.

For information about The Balancing Act and to view current and past shows, please visit: [www.thebalancingact.com](http://www.thebalancingact.com)

\* These statements have not been evaluated by the FDA. This product is not intended to diagnose, treat, cure or prevent any disease.”

### About The Balancing Act® on Lifetime Television

Now in its 6th year, The Balancing Act® continues to empower women in all aspects of their lives. The mission at The Balancing Act® is simple -- the show strives to help today’s modern woman balance it all by bringing them exceptional solutions to everyday problems. Entertaining, educational and trusted by women, viewers can watch America’s premier morning show The Balancing Act® weekday mornings on Lifetime television at 7 am (ET/PT).

For additional information or to view a segment visit: [www.thebalancingact.com](http://www.thebalancingact.com)

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