



Michael R. Pence
Governor

William C. VanNess II, MD
State Health Commissioner

DATE: April 1, 2013
TO: All Local Health Departments
Attn: Chief Food Inspection Officer
FROM: 
A. Scott Gilliam, MBA, CP, FS
Director, Food Protection Program
SUBJECT: Lifestyle Evolution Inc. Recall

SUGGESTED ACTION: Unclassified Recall; NuGO FREE, NuGO Dark and NuGO Slim Non Dairy bars Made BEFORE October 2012 because of the potential for undeclared milk; Recommend notification of affected stores via phone, fax or e-mail.

From the information provided by FDA, the recalled products were distributed in the State of Indiana. The recalled products were distributed nationwide. Detail store information is not available at this time. In addition, if any recalled products are found, please notify this office at 317-233-8475.

Recall -- Firm Press Release

FDA posts press releases and other notices of recalls and market withdrawals from the firms involved as a service to consumers, the media, and other interested parties. FDA does not endorse either the product or the company.

Lifestyle Evolution Inc. (LEI), Issues Allergy Alert -- Undeclared Milk in Lifestyle Evolution Inc.'s, NuGO FREE, NuGO Dark and NuGO Slim Non Dairy bars

Contact

Consumer:
1 -866-266-7623

Media:
Kara Flynn
202-821-3888

FOR IMMEDIATE RELEASE - March 28, 2013 - Lifestyle Evolution Inc announces the voluntary recall of NuGO FREE, NuGO Dark and NuGO Slim Non Dairy bars Made BEFORE October 2012 because of the potential for undeclared milk. Individuals with allergies to dairy run the risk of serious or life-threatening allergic reaction if they consume products containing milk protein. Lactose intolerance is not a milk allergy and should not be confused with a milk protein allergy. Lifestyle Evolution's voluntary recall is being conducted in consultation with the U.S. Food and Drug Administration (FDA).

The products were distributed nationwide.

ONLY PRODUCT WITH BEST BY DATE OF 2013 IS SUBJECT TO RECALL. (i.e. 25 Dec 13)

PRODUCTS WITH 2014 BEST BY DATES ARE NOT SUBJECT TO RECALL. (i.e. 23 Feb 14)

Product Name	UPC (box of 12)	UPC (indiv Bar)	has BEST BY DATE of
NuGO FREE Dark Chocolate Trail Mix	691535 45302	691535 45301	2013
NuGO FREE Dark Chocolate Crunch	691535 45102	691535 45101	2013
NuGO FREE Carrot Cake	691535 45502	691535 45501	2013
NuGO Dark Chocolate Chocolate Chip	691535 52102	691535 52101	2013
NuGO Dark Mocha	691535 52302	691535 52301	2013
NuGO Dark Mint Chocolate Chip	691535 52502	691535 52501	2013
NuGO Dark Peanut Butter Cup	691535 52702	691535 52701	2013
NuGO Dark Pretzel	691535 52902	691535 50901	2013
NuGO Slim Crunchy Peanut butter	691535 20702	691535 20701	2013
NuGO Slim Espresso	691535 20902	691535 20901	2013

The recall was initiated out of an abundance of caution after testing revealed the possible presence of trace levels of milk protein in products that did not declare milk on the label. Corrective actions have been taken to address the problem.

There has been one report of an allergic reaction. Distributors and customers that have purchased these products directly will be notified by Lifestyle Evolution, Inc. regarding product return procedures. Consumers with questions should contact customer service 1-866-266-7623 between 8 am to 6 pm, EST Monday thru Friday.

LEI is dedicated to the health and safety of its consumers. Therefore, the company initiated this voluntary recall. We apologize to our distributors and our customers and sincerely regret any inconvenience caused by this event.