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ORGANIC SWEETY – LUNA ROTH By Sue Van Der Hout

When it comes to taste, does yummy have to mean naughty? Meet Pure Fun™ Confections Inc., where a daughter's passion for all things organic, led her mother to discover that "healthy candy" is not an oxymoron and how sweet organic can be.



Pure Fun™ Confections Inc., is a Canadian manufacturer of all natural & certified organic candy, created by Luna Roth. Since their launch in 2005, they've come up with cotton candy, candy canes and no less than 27 combinations of certified organic, kosher and vegan, pesticide-free and non-GMO candies. That's right: candy like it used to be made before FD&C colours, pesticides, artificial flavors, refined sugar and genetic modification were invented. Here's a concept, non-toxic candy.

In January, 2001, Luna was diagnosed with cancer and underwent surgery. Amanda took it upon herself to modify Luna's diet and teach her a healthier lifestyle.

"My daughter Amanda had been seriously 'organic' since she was a young teen and pestered me into changing my conventional lifestyle to hers... she just couldn't understand that tofu wasn't my thing. Amanda forced me on a crash organic program and within a few months I was feeling stronger and better than I had in years. That's when my interest in organics really peaked".

When she was well enough to return to work, she contacted several candy manufacturers asking them to participate in a project to produce candies that contained no dyes, no pesticides, no allergens, no FD&C colors. "It took them a while to stop laughing at me."

But Luna was determined.

She began investigating ingredients, working with allergen and medical associations and identified a real need for "Better for you" candy, drawing on her experiences with candy and manufacturing to create candy made of natural and certified organic ingredients. Vegan and Kosher confectionery was begun. "We were in the right place at the right time-- Organic candy has become the newest and fastest growing trend in confectionery." She's committed to transform every conventional candy into a certified organic version. "Organic candy may be a bit of an oxymoron but the reality is everyone likes a little candy now and then."

With a diverse and talented group of partners, a team of dedicated employees, and the help of daughter Amanda as organic advisor, Luna has built something sweet.

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