



Melt® FAQs

- **I thought Coconut Oil is bad for me.** HYDROGENATED coconut oil is bad for you like ANY hydrogenated or partially hydrogenated oil is bad for you. *Organic virgin coconut oil is arguably the healthiest oil in the world, given the following:*
 - Virgin coconut oil is the optimal natural source of lauric acid, which strengthens the immune system more than any other vegetable oil.
 - Virgin coconut oil is rich in plant-based, *good* saturated fats and has NO cholesterol; coconut oil is composed of medium chain fatty acids, which are not stored in the body as fat but is used by the body for energy. Unlike animal fat based oils, coconut oil is essential to good health just as Omega 3, Omega 6, and Omega 9 found in fish. Good saturated fat, like the one found in coconut oil strengthens the heart, protects the liver from the toxic effect of drugs and alcohol, and is vital for calcium absorption.
 - Because of its high medium chain fatty acid composition, virgin coconut oil is easily digested by the body, provides instant energy, does not get stored as fat in the body, facilitates nutrient absorption, boosts metabolism, and inactivates many viruses.
 - Virgin coconut oil promotes weight loss because it is thermogenic (for more information, see www.meltbutteryspread.com).
 - Virgin coconut oil has NO trans fats.
- **How/ why did you create MELT®?** Personal and professional stresses led to a number of digestive disorders (including a liver disorder) that forced the founder, Cygnia Rapp, to adopt a highly restrictive diet (no wheat, red meat, hard cheese, butter, peanut butter, etc). With hypoglycemia, this nearly vegan diet left her particularly at risk of blood sugar issues with the subtraction of her regular sources of fat and protein out of her diet (she was also hungry nearly all of the time). Cygnia researched fats and oils and discovered the world of virgin coconut oil, which not only supported her path to wellness with the digestive and liver disorders, but eliminated all blood sugar swings within the same day of ingesting it in place of butter on her toast. Given Cygnia was prone to serious irritability and hunger by 11:30 am, the coconut oil saved her and kept her going without the hypoglycemic symptoms through 2-3 pm during the day – Cygnia was hungry, but not irritable. During this time, she began making food products for herself to help sustain the restricted diet and to support her healing process. One of these products was the predecessor to MELT® and was a simple butter substitute spread made of virgin coconut oil and flax seed oil. When she moved to Idaho, Cygnia took it as an opportunity to cash in her retirement and see what she could do to make her hard-won experience translate into a food manufacturing business. Cygnia worked 3 jobs while learning how to manufacture and distribute the original product on the side, and gradually eliminated the side jobs until Cygnia began working on POF full time after securing investment money to overhaul the product line.
- **Can I cook and bake with it?** Yes, MELT® is excellent for baking and frying applications. As we update our website, we will include recipes for baking and cooking with MELT® as well as hold recipe contests for our users!!!
- **Is MELT® certified Organic and Kosher?** Yes, MELT® is certified Kosher and 70% Organic. The remaining ingredients are non-GMO.

- **Is this vegan/ non-dairy?** This product is neither vegan nor non-dairy. There is a very small amount of organic butter flavoring that is used, which is basically concentrated butterfat.
- **How does MELT® “Boost Metabolism”?** The metabolism boosting properties of the MELT® originate from the organic virgin coconut oil and non-GMO flax seed oil, both of which have been shown in studies to boost metabolism for different reasons. Virgin coconut oil contains medium chain fatty acids that assist in boosting thyroid activity and is metabolized in such a way as to be converted to energy instead of stored as fat. There are different types of saturated fats like there are different types of unsaturated fats, and medium chain fatty acids are much more easily digested and used by the body than those found in animal products. For more information, please see the article titled “Hypothyroidism and Virgin Coconut Oil” and our list of peer-reviewed medical abstracts on our website (www.meltbutteryspread.com).
- **How much MELT® do I need to eat in order for it to “Boost Metabolism”?** The benefits are not linked to a specific “dosage” in order to receive the benefit; more simply, what you eat is converted to energy instead of fat, therefore it is “guilt-free” but with all the guilty pleasure of butter.
- **How does MELT® compare to Smart Balance?** Both MELT® and Smart Balance are heart healthy butter substitute products, but the similarities end there. Because of our proprietary blend, MELT® is the only butter substitute that actually promotes health, and is the ONLY product in the category with health benefits that ***boost metabolism, promote healthy weight, increase energy, promote cardiovascular health, and is an excellent source of Omega-3 essential fatty acids.*** Melt® has a rich, creamy, “melt in your mouth taste” that compares to real butter in richness, creamy texture, ease of melting and full flavor. This superior product is the result of months of product development work to create a proprietary formula and is protected with key trade secrets in production and formulation. We receive consistent feedback from our consumers that MELT® is superior for all baking and cooking applications as well.
- **Why is the color so light?** MELT® has a light color because there are no artificial colors or additives in the product to artificially give it a yellow color, like annatto used for giving cheese a false orange color, or artificial coloring agents used to give margarine a false yellow color.