



LEVANA™ MEAL REPLACEMENT NUTRITION BORN IN THE KITCHEN...

AFTER YEARS OF PROFESSIONAL COOKING, catering, writing cookbooks and co-owning her namesake restaurant, Levana Kirschenbaum found herself confronting a far more formidable task: caring for her husband, Maurice, who had been diagnosed with cancer.

During difficult treatments and multiple hospitalizations, eating food was often torturous for Maurice – his appetite was gone and he was severely constipated, both very common side effects of chemotherapy and pain management.

Standard meal replacement products offered in the hospital all had something in common: they were full of chemicals and sugar, they tasted unpleasant and caused severe constipation. Maurice rejected each one in turn and soon reached a near-skeletal weight. Even though Maurice’s cancer treatments were working, Levana and her family faced the real possibility of Maurice dying – not from cancer, but from malnutrition – in a home filled with delicious, nutritious food.

Levana decided to take charge. She seized her lifelong training and experience as a food professional and industry pioneer, tied on her apron, rolled up her sleeves and got to work. Her goal: meet the same standards for nutrition as seen in artificial meal replacements, but with a big difference: she would create a meal replacement made from only pure, simple and familiar foods derived from plants – no chemicals, no added sugars.

For almost a year she tinkered with various ground grains, seeds, berries, vegetables, herbs and spices, testing hundreds of recipes. She finally settled on five blends, each with a complete and balanced nutritional profile. Levana’s beloved husband Maurice was her taste tester and for several months these blends were practically all he ate. To everyone’s surprise, Maurice began to gain weight and strength. He even started to ask for Levana’s “magic potion.” His constipation became a thing of the past. Maurice’s medical team called Levana™ Meal Replacement “The Gold Standard.”

After witnessing Maurice’s miraculous recovery, Levana knew she wanted to help make a difference in the lives of others by making Levana™ Meal Replacement available to the public. She consulted with oncologists, registered dietitians and reputable food scientists to fine-tune her recipes so that Levana™ Meal Replacement delivered on a complete nutrition promise. So far, the medical and dietician communities have welcomed Levana™ Meal Replacement with open arms as a healthier and preferred alternative to standard chemical-laden meal replacement options.

Levana and her team continue to work around the clock to deliver the highest-quality product, so that people facing a health crisis can get a much needed, customizable and most welcome natural and complete meal replacement alternative.



L to R: Levana’s sister-in-law Nechama Kirschenbaum, Maurice Kirschenbaum, Levana’s sister Rackel Kirschenbaum, and Levana.



Levana in her NYC kitchen, creating meal replacement formulas.