

# VIBE TODAY

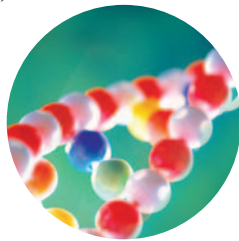
News on Eniva's Leading Liquid Nutraceutical

## Eniva Corporation's VIBE® Nutraceutical tested at Linus Pauling Micronutrient Research Institute and found to possess DNA protective properties.

Minneapolis, MN(Eniva Quality News) – The Eniva Research Group has released results from laboratory testing by the world-famous Linus Pauling Micronutrient Research Institute at Oregon State University which demonstrated the Eniva Health Supplement VIBE® possessed DNA protective anti-mutagenic activity for human cells. This third party testing was performed as part of an ongoing investigative effort to further identify mechanisms by which the Eniva VIBE nutraceutical impacts human health.

Chief Scientific Officer for Eniva Corporation, Dr. Benjamin Baechler, stated, "While these results are tremendously exciting and give us insight into one of the mechanisms of action of the VIBE nutraceutical, we must be careful not to generalize these results beyond the study findings. What we can say for certain is these results further demonstrate the ability of the VIBE nutraceutical to help support healthy and normal functioning of human cells, even under very stressful physiologic situations."

The research design consisted of culturing human cells with and without the VIBE nutraceutical and then exposing these human cells to a well known DNA mutagen—ultraviolet radiation.



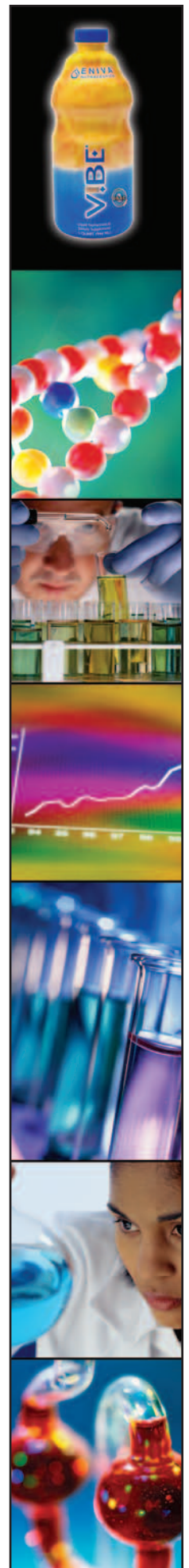
After a period of time, the human skin cells were then obtained and examined for specific damage to their DNA. Results were compared between the human cells supported by VIBE in their growth medium and those without it. **The results demonstrated an extremely statistically significant decrease in DNA damage in those human cells which were supported with the VIBE nutraceutical (p-value < 0.001).**

The exact laboratory technique used was the **COMET assay, otherwise known as Single-Cell Gel Electrophoresis (SCGE), which is a very sensitive and well known peer accepted laboratory method for assessing damage to cellular DNA.** The COMET assay is widely used to assess DNA damage in cancer research, environmental toxicology and radiation biology. After mutagen exposure, cells are embedded in agarose gel on a microscope slide, lysed, electrophoresed, and then stained with fluorescent DNA binding dye. Damaged DNA migrates during the process, forming a shape often described as a "comet." The specific pattern is then automatically quantified through laser assisted computer analysis. Through specific algorithms, DNA damage can then be quantified and trends evaluated.

These results are part of an intensive initiative by the Eniva Corporation to further explore the mechanism of action behind their nutraceutical products. Chairman of Eniva Corporation, Andrew Baechler, commented, "**This result further identifies and separates Eniva as a leader in providing science-based dietary solutions.** We are very enthusiastic about the findings and are very grateful to our collaborators at the Linus Pauling Micronutrient Research Institute."

Eniva Corporation is a manufacturer and global marketer of high quality, science-based dietary supplements known as nutraceuticals. It carries a product line of over 75 wellness products, ranging from cardiovascular to general health and wellness. The corporation recently celebrated its tenth year anniversary at its world headquarters in Anoka, Minnesota. More information on this topic and the actual testing data can be found at [www.enivanutraceuticals.com](http://www.enivanutraceuticals.com).

*Research study references on file, Eniva USA, 2008.*



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## Third Party Testing Confirms USP Standard and Predigested Nature of VIBE Nutraceutical

Minneapolis, MN(Eniva Quality News) – **There has long been concern over the ability of traditional tablet or pill form dietary supplements to appropriately disintegrate and dissolve in the human digestive tract when not properly formulated or manufactured.** In fact, one recent research report found that 65% of over-the-counter tablet supplements did not meet the United States Pharmacopeia (USP) government dissolution standard. As the majority of nutritional supplements do not undergo the same rigorous pharmacokinetic testing as pharmaceutical drugs, the failure to disintegrate/dissolve properly could negate any potential benefit of the contents of the supplement.

**The ability of a supplement to disintegrate and dissolve directly affects its absorption and bioavailability, as well as the overall speed of use by the body.** Absorption describes the ability of a substance to pass from the digestive tract and into the bloodstream. Bioavailability describes use of the nutrient content by organs and cells of the body.

**Because of concerns associated with tablet and pill breakdown, the US Pharmacopeia Committee of Revision developed laboratory (in vitro) standards designed to test the ability of an oral (by-mouth) nutrient delivery systems to disintegrate and dissolve in the human digestive tract.** This standard is based on a normal functioning and healthy digestive tract and does not account for an individual who has poor digestion, is on acid blocking (heartburn) medication or is ill. **According to these standards, a dietary supplement should breakdown into its subcomponents in the digestive tract within 60-minutes.**

To demonstrate the ability of the Eniva VIBE® nutraceutical to meet the US Pharmacopeia standard, an independent testing laboratory was selected by the Eniva Research Group to evaluate the dissolution ability of the Eniva VIBE product. The results, per USP standards, indicated the **VIBE nutraceutical fully met the standard and had full dissolution within 60 seconds. This result reaffirms the specific formulation design of the VIBE nutraceutical.**

The VIBE liquid delivery system combines minerals, vitamins and specific phytonutrients in a sophisticated process to provide a supplement which has already had the digestion process started. This

increases the likelihood of benefit to the consumer in relation to its nutrient contents. **The vitamins and minerals are already fully dissolved and ionically balanced. As well, the fat soluble components are stabilized with emulsion technologies – a similar process to what happens in the human body when digesting and transporting fat soluble nutrients. Due to this design, the nutrient content of VIBE is more rapidly available to the body, while absorption and bioavailability are enhanced.**

Assuming proper formulation and stability, liquid design of supplements can offer several advantages over tablet and pill form. One such area of advantage is the lack of “coatings” that are put on many traditional tablets and pills. **These outside layers on tablets and pills can be difficult for the body's digestive tract to break down.** Research has shown the ability of the stomach to break down tablets and pills can be dramatically impacted by age, diseases, gender and even menstrual cycle. As well, certain medical challenges, such as Parkinson's, diabetes and thyroid conditions, can negatively diminish stomach motility and can alter the tablet and pill breakdown process. **Another issue is that of stomach acid production, which is critical in pill and tablet breakdown.** Research has demonstrated there is a subset of the standard population who produce a decreased amount of stomach acid. Stomach acid production can also decrease with aging. As well, the use of acid blocking medication alters the stomach acid profile. Because of these reasons, **individuals who have such medical issues, or whose digestive tracts are not working robustly due to age, physical condition or lack of stomach acid, may fail to see maximized benefits from traditional nutrient tablets and pills – since the tablets may not disintegrate at all.** In addition, some individuals have difficulty swallowing tablets and pills. Due to these multiple reasons, liquid supplementation is gaining popularity both within the medical community and with consumers.

The results of The Eniva Research Group's testing reinforce the liquid nature and predigested state of the Eniva VIBE product, as well as Eniva's ongoing dedication to following industry standards, periodic review and rigorous testing. More information on this topic and the actual testing data can be found at [www.enivanutraceuticals.com](http://www.enivanutraceuticals.com).

*Research study references on file, Eniva USA, 2008.*

