

FOR IMMEDIATE RELEASE

**NEW STUDY GOES BEYOND THE TEST TUBE TO CONFIRM SUPERIOR ANTIOXIDANT PROPERTIES OF
CAPROS[®]**

***In Vivo Study Shows Robust Antioxidant Capabilities As Compared to Extracts of Pine Bark,
Grape Seed and Pomegranate***

New Brunswick, NJ, April 10, 2008 - The term *antioxidant* has recently become part of our everyday nutritional vocabulary, with many health-aware individuals taking full advantage of the disease-preventing benefits of these compounds. But does the science back claims that these miracle molecules can address a variety of health concerns with potent anti-aging prowess? By going one step beyond the test tube with the completion of a comprehensive *in vivo* (done in the living tissue of a whole, living organism) study on the antioxidant profile of Capros[®] Antioxidant Superfruit, there is even more substantiated evidence that this patented nutritional supplement ingredient can positively impact health and vitality. As a cascading antioxidant ingredient developed from *Phyllanthus emblica*, the Indian Gooseberry, Capros[®] in particular is proving to be the must-have superfruit to help balance the body's homeostasis and overcome oxidative stress.

"ORAC testing has become a popular way to measure antioxidant potency. However, ORAC is just one *in vitro* assay, among others. It is all too common in medical research to get misleading results from *in vitro* testing alone. By measuring the systemic benefits of Capros[®] using a broad panel of *in vivo* assays, we move importantly beyond the test tube to understand more about what's going on in the body," said Lucien Hernandez, President & CEO, Natreon, Inc. "Now we know even more about the intricacies of how and why this rich and potent superfruit compound is indeed a super antioxidant."

A widely accepted testing procedure for antioxidants, ORAC (which stands for Oxygen Radical Absorbance Capacity) measures the scavenging capacity of an antioxidant compound against cell-damaging free radicals. However, many experts believe that it is time to move past the typical *in vitro* testing, or experiment in a controlled environment outside of a living organism, to *in vivo* testing, which allows for a more accurate picture of how antioxidants work biologically. The majority of scientific studies on antioxidants are done *in vitro*, and while offering significant information on the efficacy of ingredients, such studies do not show the effects on living tissue.

"Capros[®] has a very high ORAC value of nearly 1,800, which is certainly compelling, but the *in vivo* results really tell the whole story," said Dr. Runa Ghosh, PhD, Managing Director of R&D at Natreon, Inc. "We have been studying the chemistry and biology of Capros[®] for over 10 years, and this

study is just another page in that book, along with the human studies we've completed and the many other clinical research studies we are planning."

The recently completed Capros® *in vivo* study shows that this superfruit ingredient has better or comparable antioxidant potential based on well known *in vivo* radical scavenging assays, such as changes in superoxide dismutase and catalase activity (markers that increase transiently and are down regulated during excess and/or chronic oxidant exposure) and malonedialdehyde level (used as a convenient index of lipid peroxidation-related oxidative damage of tissues). Compared specifically with extracts of pine bark, grape seed and pomegranate, all popular ingredients on the market, the resulting values for Capros® showed significantly better defense against chronic oxidative stress with no adverse effects. The model design included controls and was a severe challenge to the mice, based on 28-day administration of toxic potassium dichromate, known to produce oxidative stress.. The assays were made on samples taken from the brain, liver and plasma of the animals. Given these results, Capros® shows great promise as a synergistic antioxidant ingredient in combination with other superfruit compounds, as a means to increase potency and provide even more powerful health benefits for wellness seekers.

Capros® is a superior antioxidant ingredient because its metabolites have persistent antioxidant activity in the body, leading to unique cascading antioxidant effects. Capros® is made by Natreon, Inc., which brings together the powers of ancient medicine with the support and backing of modern science and clinical research. As a leading research company dedicated to developing the novel compounds revered in Ayurvedic medicine, an ancient form of treatment practiced daily by millions of individuals worldwide, Natreon, Inc. is committed to using modern technology and science to support these safe and effective ancient treatments for today's contemporary world.

About Natreon, Inc.

Founded in 1998, Natreon focuses on developing novel compounds extracted from the traditional botanicals of Ayurvedic medicine. With US headquarters in New Brunswick, NJ and state of the art research facilities in India, Natreon has created a broad portfolio of products and technologies, with compelling, intellectual property, that can serve unmet nutritional supplement, functional food, and pharmaceutical market needs. For more information on Natreon Inc., please visit www.natreoninc.com.

For more information, or to arrange an interview with a company spokesperson, please contact Tamara York at ADinfinitem, 212-693-2150 Ext. 314, email tamara@adinfinitemny.com or Mary Hilton, 212-693-2150 Ext. 311, email mary@adinfinitemny.com.

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