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ENIVA GREEN TEA COMPLEX OF THE VIBE NUTRACEUTICAL CHOSEN FOR BREAST CANCER RISK REDUCTION STUDY

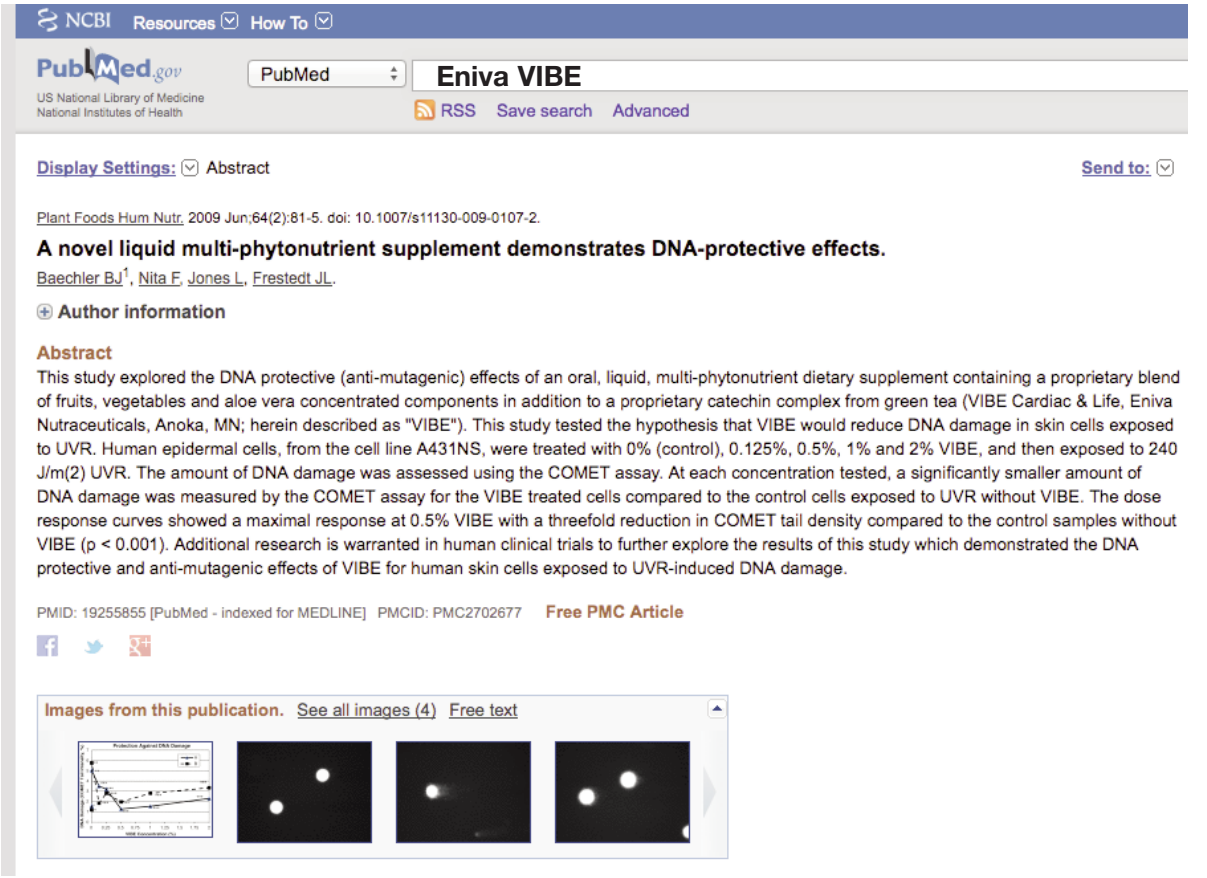
(Minneapolis, MN) The Eniva green tea complex found within the VIBE nutraceutical product has been chosen as the key component of one of the largest breast cancer risk reduction studies ever to be performed. This National Institute of Health (NIH) funded study entitled "Green Tea and Reduction of Breast Cancer Risk" is currently being undertaken by researchers at the University of Minnesota and to explore the relationship between green tea and green tea components, such as catechins and epigallocatechin gallate (EGCG), and the potential reduction in risk of developing breast cancer.

Breast cancer is currently the leading type of cancer in women and rates are rapidly rising. Specifically, the risk of occurrence is increasing in Asian-American women, a group historically with the lowest risk for developing breast cancer. Breast cancer is one of the leading killers in women and although much is known about lifestyle factors that influence a woman's risk of breast cancer, few are readily adaptable to cancer prevention practices or strategies. To date, no effective chemopreventive agent against breast cancer in humans has been identified.

The "Green Tea and Reduction of Breast Cancer Risk" study is a phase II, randomized, double-blind, placebo-controlled, multi-year study that will follow 800 female participants. The study objective is to develop correlations between breast cancer risk factors and the therapeutic use of derivatives from green tea through a specialized and proprietary green tea catechin complex. The study targets several factors to determine breast cancer risk, while exploring methods to reduce that risk of developing breast cancer. Specific factors the study will evaluate are mammographic density of the breast, circulating concentrations of insulin-like growth factors (IGF1 and IGFBP3) and F-2 isoprostanes, identifying the levels of biomarkers such as reproductive hormones (estrone, estradiol, androstenedione) and sex hormone binding globulin, urinary hormone biomarkers, and evaluations of genetic profiles. This will be the first study to examine the effects of specific derivatives of green tea on these multiple bio-factors.

The green tea complex selected for the "Green Tea and Reduction of Breast Cancer Risk" study is of identical nature to the proprietary green tea complex used in the Eniva VIBE Nutraceutical. While the concentration used in the current study is of a much higher value, its base complex is identical. Stated Chief Medical Officer of Eniva Nutraceutics, Dr. Benjamin Baechler, "We are excited to have played a role in further defining strategies to help address one of the leading causes of morbidity and mortality in women."

Eniva DNA Study & PubMed



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Plant Foods Hum Nutr. 2009 Jun;64(2):81-5. doi: 10.1007/s11130-009-0107-2.

A novel liquid multi-phytonutrient supplement demonstrates DNA-protective effects.

Baechler BJ[1], Nita F, Jones L, Frestedt JL.

Author information

Abstract

This study explored the DNA protective (anti-mutagenic) effects of an oral, liquid, multi-phytonutrient dietary supplement containing a proprietary blend of fruits, vegetables and aloe vera concentrated components in addition to a proprietary catechin complex from green tea (VIBE Cardiac & Life, Eniva Nutraceuticals, Anoka, MN; herein described as "VIBE"). This study tested the hypothesis that VIBE would reduce DNA damage in skin cells exposed to UVR. Human epidermal cells, from the cell line A431NS, were treated with 0% (control), 0.125%, 0.5%, 1% and 2% VIBE, and then exposed to 240 J/m(2) UVR. The amount of DNA damage was assessed using the COMET assay. At each concentration tested, a significantly smaller amount of DNA damage was measured by the COMET assay for the VIBE treated cells compared to the control cells exposed to UVR without VIBE. The dose response curves showed a maximal response at 0.5% VIBE with a threefold reduction in COMET tail density compared to the control samples without VIBE ($p < 0.001$). Additional research is warranted in human clinical trials to further explore the results of this study which demonstrated the DNA protective and anti-mutagenic effects of VIBE for human skin cells exposed to UVR-induced DNA damage.

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Eniva Supports Breast Cancer Awareness

Show you Care: Be Aware... then Help Share!

*This statement has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

Be Aware:

Learn more about Breast Cancer prevention: Visit:
http://www.cdc.gov/cancer/breast/basic_info/prevention.htm

Learn about options available to people who are suffering from breast cancer. Visit:
http://makingstrides.acsevents.org/site/PageServer?pagename=MSABC_CY13_BreastCancer_Programs

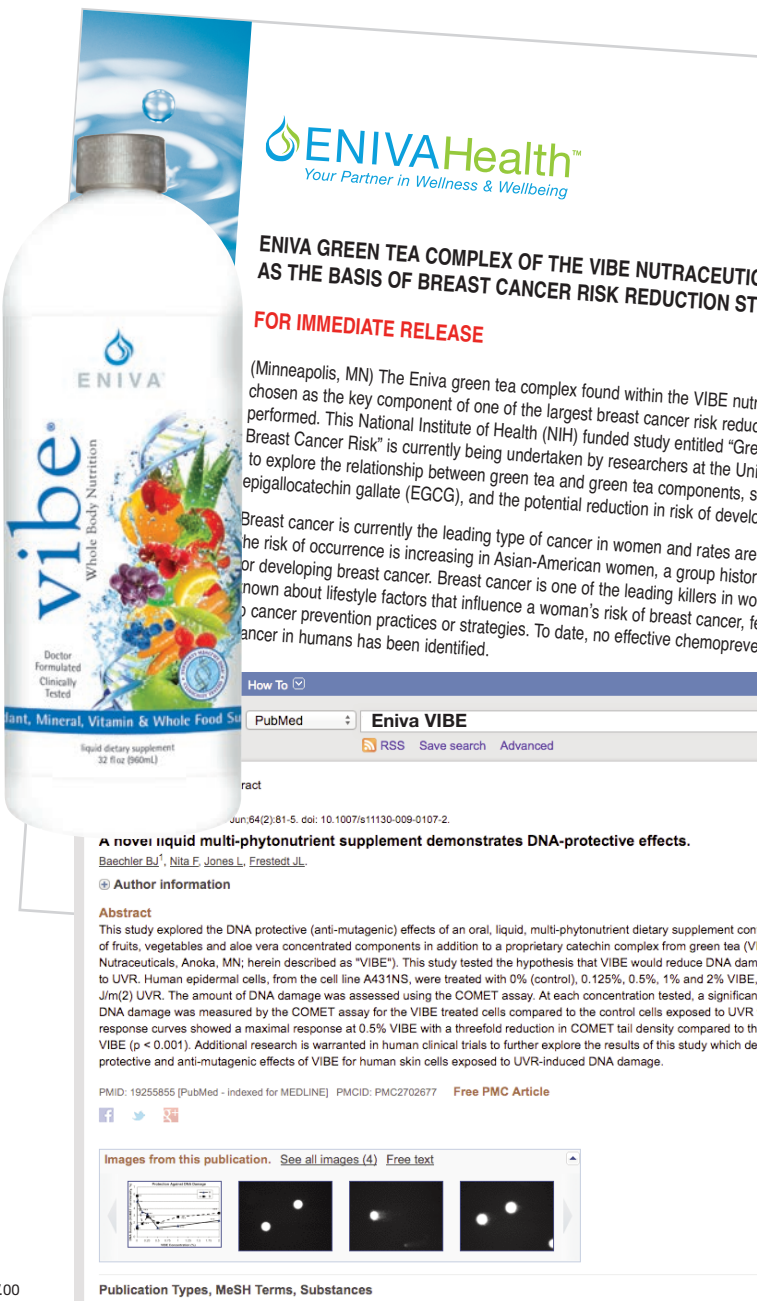
Did you know the green tea formulation found in Eniva's VIBE was selected to be part of a multi-year human clinical trial conducted by the NIH (National Institute of Health)—one of the largest studies ever conducted in the USA with natural green tea catechins for the purpose of studying breast cancer prevention. This exciting clinical trial concludes at the end of this year! Read more about the study at our website:
http://eniva.com/content/files/BreastCancerStudy.pdf
(see back side)

Then Help Share:

Help share information with people on how VIBE helps support healthy DNA. When DNA mutates (unhealthy) it promotes unhealthy cellular replication, which contributes to most forms of disruption in the body. **Go to www.PubMed.com and type "Eniva VIBE" in the Search window. Email this information to someone you care about – it could change their life.** (see back side)

Help share VIBE with a woman you care about. If you know a woman who has never tried VIBE and could benefit by receiving a bottle, be a wellness messenger and send her a bottle.

Share your Breast Cancer experiences and inspirations with us at **www.facebook.com/enivacorp** or on our Healthy Living Rewards page at **www.eniva.com**



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