

**FOR IMMEDIATE RELEASE**

**NATREON, INC. UNLOCKS CENTURIES OF ANCIENT WISDOM  
VALIDATING AYURVEDIC MEDICINE USING THE TOOLS OF MODERN  
SCIENCE**

**New Brunswick, NJ, November 2007** - An increasing number of people all over the world are showing interest in alternative medicine and the recognition given by the World Health Organization (WHO) earlier this year is an indication of its growing importance.<sup>1</sup> Apart from Chinese herbal medicines, Ayurveda appears to have the greatest potential in world trade.<sup>2</sup> Ayurvedic medicine has been used for over 5,000 years in India and is seen by many as an effective and natural solution for maintaining health and wellness. However, the market has remained virtually untapped due to a previous lack of scientific validation.

One company, Natreon, Inc., is bringing together the powers of ancient medicine with the support and backing of modern science and clinical research. With facilities in India, where selected natural products are grown and harvested under controlled conditions, and the United States, Natreon, Inc. offers its customers a selection of these traditional, yet potent, patented botanical extracts for use in functional foods and beverages, cosmeceuticals and dietary supplements.

“Natreon’s mission is to combine the concepts of Ayurveda with modern conventional science,” says Lucien Hernandez, President and CEO of Natreon. “We are doing this by first developing a profound, indeed unique, knowledge of the chemistry of these natural medicines, then we conduct exhaustive studies to elucidate biological end points. There is solid science behind our products. Our team of world-renowned researchers and scientists, some of whom have studied these natural ingredients for well over 40 years, are making this possible.”

Natreon’s Chief Science Officer, Dr. Shibnath Ghosal, for instance, is one of the world’s leading experts in the chemistry and pharmacology of natural products and is the driving force behind

Natreon's research and development activities. His scientific discoveries and advances are highlighted by over 350 publications in peer reviewed journals, numerous chapter articles and books; and he holds over 20 US and foreign patents.

"Our talented team is reflected in the quality of the products we supply," continues Hernandez. Since 1998, Natreon has focused its efforts on developing novel compounds extracted from the traditional botanicals rooted in Ayurvedic medicine. Natreon's patented bioactive ingredients include: highly purified Shilajit (one of the most important remedies in Ayurveda), *Phyllanthus emblica* (the Indian gooseberry superfruit) and *Withania somnifera* (a winter cherry herb). Natreon's product claims are backed by scientific evidence and clinical research studies. Its products are supported by structure function claims, which include immune support, anti-aging, anti-oxidant and adaptogenic properties, among others.

Natreon derives its ingredients directly from nature. The extracts are purified and standardized using proprietary process technology and controls, resulting in ingredients with optimal levels of bioactive constituents.

Natreon's current product portfolio includes:

**Capros®, Emblica®:** *Phyllanthus emblica*

**Prima Vie™:** Purified Shilajit

**Sensoril®, Essentra®:** *Withania somnifera*

**Slim-3+™:** Safed musli, Purified Shilajit, *Withania somnifera*

**Rejuven™:** *Withania somnifera*, *Phyllanthus emblica*, Purified Shilajit

**Crominex™3+:** Chromium 3+, *Phyllanthus emblica*, Purified Shilajit

**Capsoril™:** *Withania somnifera*, *Phyllanthus emblica*

**Immue-3™:** *Withania somnifera*, *Mangifera indica*, Purified Shilajit

With US headquarters in New Brunswick, NJ and a research center in Kolkata, India, Natreon's vision is to develop and market pharmaceutical quality nutraceuticals, protected by intellectual property and proven by clinical and safety studies. Natreon's research and development team includes seven Ph. D. researchers and seven Ph. D. candidates, working under the leadership of Dr. Shibnath Ghosal, a world-renowned natural product scientist.

For more information, or to arrange an interview with a company spokesperson, please contact Tamara York at Adinfinitum, 212 693-2150, Ext. 314, or email at [tamara@adinfinitumny.com](mailto:tamara@adinfinitumny.com).

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<sup>1</sup> <http://www.prnewswire.co.uk/cgi/news/release?id=39625>

<sup>2</sup> <http://www.thehindubusinessline.com/2006/01/03/stories/2006010301591900.htm>