

SCIENCE VALIDATES TAI^{SLIM}® AS OBESITY FIGHTER

While evidence of a growing worldwide obesity epidemic mounts, scientific studies have shown the weight loss effectiveness of FreeLife International® products.

All statistics and observed lifestyle trends point to the need for products such as FreeLife's TAI^{SLIM}®. There has been a dramatic rise in obesity both in the United States and internationally. About 65 percent of American adults are overweight, with almost 30 percent obese, up from 23 percent in the mid-1990s. It is even more shocking to find that the proportion of overweight children has tripled since 1990. Globally, there are more than 1 billion overweight adults, at least 300 million of them obese, according to the World Health Organization.

While obesity is a global problem, effective weight loss is an individual endeavor. Research shows that people trying to change their lifestyle, lose weight, and keep it off, can reap incredible rewards by "partnering" with natural products designed to assist them in meeting their goals.

On October 27, 2009, FreeLife's Chief Scientific Officer Dr. Haru Amagase, along with Chief Product Officer Rick Handel, presented research on TAI^{SLIM} at the 27th annual Scientific Meeting of The Obesity Society. They discussed the results of several controlled human clinical studies that showed TAI^{SLIM} helps produce significant reductions in body weight, body mass index (BMI), waist and hip circumferences, as well as dramatic improvements in blood pressure already in a normal range, fasting glucose levels, and total body fat content.†

One controlled human clinical study clearly demonstrated that a single serving of TAI^{SLIM} yields a significant increase in resting metabolic rate compared to 1 serving of coffee, green tea, or competing products such as 5-Hour Energy*.† An increase in resting metabolic rate reflects more calories burned, so it is a weight loss aid. Energy drinks can increase the resting metabolic rate, but TAI^{SLIM} has shown a much more significant impact on energy level/calories burned. TAI^{SLIM} is based on FreeLife's original research on the ability of the goji berry to reduce unsightly and dangerous belly fat.†

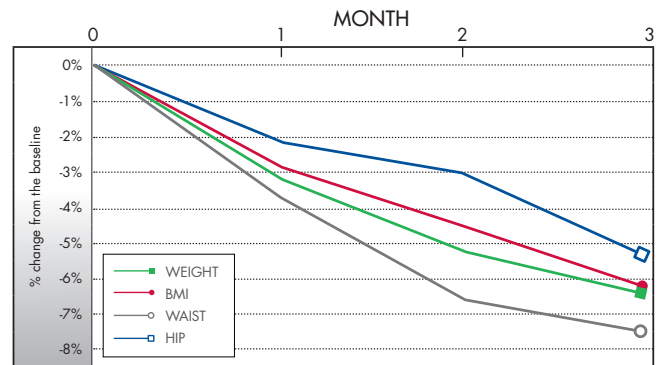
"These results are very interesting and promising," remarked Dr. Marie-Pierre St-Onge, noted obesity research expert and Assistant Professor at St. Luke's/Roosevelt Hospital and New York Obesity Research Center at Columbia University. "The rise in energy expenditure with this goji-based product is interesting and suggests a mechanism by which it can assist in weight management."

†These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

*5-Hour Energy is a registered trademark of Innovation Ventures, LLC.

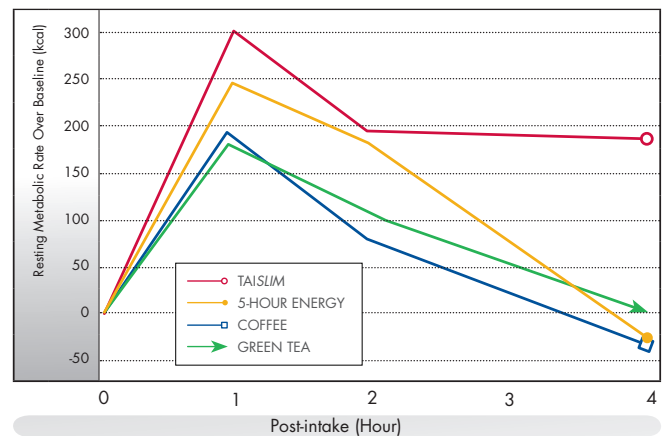


IMPACT OF TAI^{SLIM} PLAN ON VARIOUS PARAMETERS



The controlled human clinical study has shown that 2 oz of TAI^{SLIM} intake with meals 3 times a day for 3 months under the TAI^{SLIM} plan reduced various parameters related to the body weight control, including: body weight; body mass index (BMI); waist and hip circumference in the overweight subjects (BMI > 25). [Obesity 2009, 27th Annual Meeting of the Obesity Society, Washington, DC, 10/27/09]

COMPARISON OF VARIOUS BEVERAGES ON RESTING METABOLIC RATE (BURNING CALORIES)



The controlled human clinical study has shown that a single bolus intake of 2 oz of TAI^{SLIM} also increased resting metabolic rate significantly higher than the baseline level and lasted longer than any other beverage, and still had nearly 200 kcal higher than the baseline level at 4 hours after intake. [Obesity 2009, 27th Annual Meeting of the Obesity Society, Washington, DC, 10/27/09]

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