

FOR IMMEDIATE RELEASE

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INTRODUCING INTELLIGENT NUTRIENTS™

Certified Organic Health & Beauty
Made with 100% Intelligent Ingredients

“because everything we put in and on our bodies must be nutritious and safe,”
—**Horst Rechelbacher, Founder of Intelligent Nutrients**

June 11, 2008—New York, NY—Horst Rechelbacher announced the launch of his new certified organic health and beauty brand, Intelligent Nutrients, at a press event in New York City. The health and beauty lifestyle brand, Intelligent Nutrients, was unveiled to the press and beauty industry and includes more than twenty SKUs for launch. The launch collection includes certified organic aromatics, certified organic scalp and hair care, certified organic hair styling, certified organic total body cleanser, certified organic lip delivery nutrition™, and the heart of the line—Intellimune™—an internal/external certified organic super antioxidant seed oil blend and tablets. This is the first phase of an entire lifestyle brand with future products to include skin care, body care, maternal/baby care, love therapy, pet care and INvironmental products for the home.

“We’ve created something that has not been done before with Intelligent Nutrients. We’ve merged food science and cosmetic chemistry to create a new paradigm in beauty. We called it Nutritional Chemistry—it’s based on using only certified organic food-derived ingredients—substances the body recognizes and readily assimilates as nutrients in the body,” said Horst Rechelbacher, founder of the company.

“At Intelligent Nutrients each product is formulated for both performance and safety -our belief is that what we put on our bodies should be as safe and nutritious as what goes into our bodies. It’s my personal mission to change the outdated chemistry which is used in personal care products. And rather than just talk about what’s wrong, I decided to show the industry that beauty can be done differently—responsibly and safely—without compromising performance,” explains Rechelbacher.

INtruth:

Because our bodies absorb toxins and chemicals in the air we breathe and in the products we use every day, Intelligent Nutrients intends to educate consumers regarding the truth about ingredients. “Not all manufacturers are coming clean. In fact, greenwashing has become an epidemic within the beauty industry. Our commitment is not only to tell the truth, but to educate consumers and the industry alike about organics, as well as the risks associated with many harmful ingredients commonly used in beauty products,” explains Melissa Christenson, President of Intelligent Nutrients.

NEW Product INTelligence:

The launch collection includes aromatics, hair and scalp care, styling, body cleanser and lip balm—all certified organic to the highest standards, as well as the anti-aging, anti-oxidant powerhouse seed oil complex—Intellimune, also certified organic.

“When you look at current beauty products and their most potent active ingredients—you’ll see that most are derived from food sources—from Omega-3, to lycopene, to fruit acids and antioxidants. We’ve taken this chemistry and raised the bar on cosmetic science by using the purest form of the food-derived ingredients to ensure safety, industry organic certification and authenticity -- and most important—performance,” explains Christenson.

INgredients:

All IN products are free of the suspect ingredients commonly used in beauty products today, including sulfates, petrochemicals, plastics, phthalates, parabens, formaldehyde donors, heavy metals, silicone, mineral oil, petrolatum and 1,4 dioxane.

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INtelligent Business:

- **Certified Organic**—There’s no organic standard for cosmetics in the United States, which is why manufacturers can get away with greenwashing; i.e., they can make an organic claim because they use some organic ingredients; however, they can, and often do, also use other synthetic and petro-chemically derived ingredients—harmful to the environment and to people. IN products and ingredients are certified organic by the highest standards in the world—the USDA’s NOP and UK’s Soil Association. These certifiers do not allow for any toxic ingredients, which means consumers can trust that all Intelligent Nutrients products are unquestionably safe.
- **Scientific Research and Collaboration**—IN works with noted physicians and scientists at leading universities and institutions as well as food and cosmetic chemists to create non-toxic, plant-based active formulations that have superior performance, without use of synthetic and petrochemically-derived ingredients.
- **100% Renewable Energy**—Intelligent Nutrients is the first professional quality brand in the health and beauty industry to purchase Renewable Energy Credits (RECs) on behalf of the manufacturing of ALL our products, as demonstrated by the Green E seal. Not only do we create renewable energy to offset the energy we use in manufacturing, we also purchase 100% wind energy for our corporate headquarters.
- **Organic Farming**—IN grows certified organic ingredients on Horst Rechelbacher’s farm in Osceola, Wisconsin for research and use in Intelligent Nutrients products.
- **Cruelty Free**—None of the ingredients or products are ever tested on animals, as demonstrated by the leaping bunny seal on all IN products.

Intelligent Nutrients Launch Products Overview:

Certified Organic Intellimune™:

Intellimune™ Oil and Tablets—USDA certified organic nutraceutical supplements-- offer a super potent amount of antioxidants in a single serving. Both are made from thousands of certified organic fruit and herb seeds chosen for their extremely high antioxidant properties and blended for a synergistically higher health potential. Cold-pressed without chemicals or heat for integrity, efficacy, safety and purity. The unprecedented levels of immune-boosting antioxidants in Intellimune help prevent premature aging and help combat oxidative stress.

Each teaspoon of Intellimune™ oil delivers the oil antioxidant equivalent of eating 10 pounds of grapes, raspberries or cranberries.

Intelligent Nutrients feels so strongly about the value of Intellimune™, this powerful blend has been added into every hair, skin and body care product.

Key Ingredients:

Organic black cumin (*nigella sativa*) seed: Used for centuries in the Middle East. Black cumin oil is well known for its immune strengthening properties; exceptionally high in antioxidants.

Organic red grape (*vitis vinifera*) seed: High in linoleic acid, Vitamin E and the antioxidant proanthocyanidin. Its oil is polyunsaturated.

Organic pumpkin (*curcubita pepo*) seed: Highly nutritious. Contains Omega 3 and Omega 6 essential fatty acids.

Organic red raspberry (*rubus idaeus*) seed: Its oil is very low in saturated fat. Is a good source of polyunsaturated fats including Omega 3 fatty acids and antioxidants including tocopherols and tocotrienols.

Organic cranberry (*punica granatum*) seed: A rich source of fatty acids and antioxidants including Vitamin E in the form of alpha and gamma tocopherols.

The launch collection includes:

Product	Size	Retail Price
Certified Organic Intellimune Oil	4 fl oz /120ml	US \$60.00
Certified Organic Intellimune Tablets	120 Tablets	US \$60.00

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Certified Organic Lip Balm—IN Lip-Delivery Nutrition™:

Invigorating nutrition-packed emollients feed dry lips with super antioxidant Intellimune Seed Oil Complex.

Intelligent Nutrients Lip Delivery Nutrition Launch product:

Product	Size	Retail Price
Certified Organic Lip Delivery Nutrition—Lip Balm	.07 Fl oz /2g	US \$17.00

Certified Organic Multi-functional Aromatics:

Seven masterfully blended plant-active aromas - all USDA certified organic -- each created from plant-derived, certified organic food ingredients. The purity and natural efficacy of these aromas make them the perfect partners to enhance daily life in numerous ways:

- Spray on skin, body and hair to attract, purify, stimulate, soothe, deodorize and refresh
- Add shine and condition to any hair type
- Customize unfragranced massage oil
- Aid against jet lag

IN Aroma Launch collection includes:

Product	Benefit	Size	Retail Price
Intelligent Nutrients Awaken™	Wake Up	.85 Fl oz /25ml	US \$65.00
Intelligent Nutrients Seductive™	Make Love	.85 Fl oz /25ml	US \$65.00
Intelligent Nutrients Attune™	Feel Good	.85 Fl oz /25ml	US \$65.00
Intelligent Nutrients Nurture™	Take Comfort	.85 Fl oz /25ml	US \$65.00
Intelligent Nutrients Innercalm™	Wind Down	.85 Fl oz /25ml	US \$65.00
Intelligent Nutrients Restore™	Urgent Care	.85 Fl oz /25ml	US \$65.00
Intelligent Nutrients Focus™	Feed the Mind	.85 Fl oz /25ml	US \$65.00

Certified Organic Scalp and Hair Care, and Styling:

Intelligent Nutrients has created breakthrough certified organic, 100% non-toxic plant chemistry for safe cleansing and styling from head to toe. Instead of using petrochemically derived sulfates, which are typically used in conventional shampoos to create foam, IN uses 100% non-toxic plant chemistry to clean without harm.

Intelligent Nutrients Hair & Scalp Care and Hair Styling launch collection includes:

Hair & Scalp Care:

Product	Size	Retail Price
Certified Organic Hair & Scalp Treatment Oil	1.3 Fl oz / 40ml	US \$45.00
Certified Organic Total Body Hair Cleanser	6.7 Fl oz / 200ml	US \$39.00
70% Organic Hair Cleanser	6.7 Fl oz / 200ml	US \$39.00
Certified Organic Hair Conditioner	6.7 Fl oz / 200ml	US \$42.00
70% Organic Hair Treatment	6.7 Fl oz / 200ml	US \$45.00
Certified Organic Leave- In Conditioner	6.7 Fl oz / 200ml	US \$39.00
Certified Organic Spray-On Detangler	6.7 Fl oz / 200ml	US \$35.00

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Hair Styling:

<u>Product</u>	<u>Size</u>	<u>Retail Price</u>
Certified Organic Styling Gel	5 Fl oz / 150ml	US \$35.00
Certified Organic Styling Crème	5 Fl oz / 150ml	US \$35.00
Certified Organic Volumizing Spray	6.7 Fl oz / 200ml	US \$39.00
Certified Organic Perfect Hold Hair Spray	6.7 Fl oz / 200ml	US \$39.00
Certified Organic Finishing Gloss	1.7 Fl oz / 50ml	US \$38.00
Certified Organic Hair Balm	.06 oz. / 17g	US \$32.00

INsummary:

Intelligent Nutrients, the company founded by environmental and health and beauty visionary Horst Rechelbacher, has its headquarters in Minneapolis. The Intelligent Nutrients line of health and beauty products will be sold through flagship stores in Minneapolis and New York, specialty retailers, salons, spas and at www.intelligentnutrients.com.

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