**Innovation For Today’s Generation**

South Hackensack, November 14, 2013 – After several years of intensive work, Naturex has developed a patented and scientifically proven ingredient that answers the need of more than 79 million Americans for controlling their blood sugar.

**The Key Pillars in Preventing Type 2 Diabetes**

Type 2 diabetes affects over 25.8 million Americans and over 366 million people worldwide, and is predicted to be the 7th leading cause of death in the world by 2030. Maintaining healthy blood sugar levels and avoiding excess sugar are two of the key pillars in preventing type 2 diabetes.

To help manage post-prandial glucose peaks in healthy people, Naturex is the first to offer Glucemia™, a natural extract of Fraxinus excelsior derived from seeds/fruits. “Common ash (Fraxinus excelsior) has long been used by Mediterranean populations for its hypoglycemic effect, but until now few scientific studies had been conducted,” explained Elizabeth Bui, business unit director for Nutrition & Health. “Naturex was able to demonstrate the efficacy and safety of this unique extract on blood sugar control via in vitro, in vivo and 3 clinical studies,” she added.

**Clinically Proven* with Nuzhenide and GI3**

Thanks to a proprietary extraction, Naturex has developed a patented extract standardized to 10% Nuzhenide and GI3. This extract was tested in several clinical studies targeted at different populations. The latest one was a randomized, double-blind, placebo-controlled, cross-over clinical study in which overweight and mature volunteers received 1,000mg of Glucemia™ per day for 3 weeks. The results showed that post-prandial glycemia expressed as Area Under the Curve (AUC) was significantly reduced by 28.2% versus baseline.

**Works With Both Complex and Simple Sugars**

Glucemia™ is able to work on all types of sugars both complex and simple. This is in contrast with other products available on the market. “We think Glucemia™ acts directly on the liver, helping it to stay healthy and better perform its daily functions,” said Bui. The liver plays a key role in glucose homeostasis and maintaining its health status is part of a strategy to manage blood sugar levels.
What makes nanogluco™ control different from the rest?
Premium quality, sourcing, absorption, clinically proven.*

- No side effects
- May improve insulin sensitivity*
- May improve glucose metabolism*
- Manage postprandial glucose peaks*
- Pre-diabetes and type II diabetes*
- Improves PCOS*
- Assists fat loss*
- Helps improve fatty liver*
- Has been shown to have long term positive effect on the liver*

Gluceria™ is guaranteed to be made from 100% Fraxinus excelsior and in compliance with current standards regarding the absence of GMOs and allergens as well as acceptable levels of heavy metals and pesticide residues. For more information: www.gluceria.com

Gluceria™ may improve insulin sensitivity and glucose metabolism

1,000 mg of Gluceria™ per day

Randomized, double blind, placebo controlled, cross over, acute study

Significant benefit of Gluceria™ in long term with no side effects

Randomized, double blind, placebo controlled, cross over, 7-week study

Healthy, volunteers received 1,000 mg of Gluceria™ per day for 3 weeks. Incremental glucose AUC was significantly reduced by 28.2% versus baseline. These results demonstrate that a daily dose of Gluceria™ helps to manage glycemia on a long-term basis.*

Mechanism of action may involve liver metabolism of glucose

Pre-clinical in vivo studies show that Gluceria™ significantly reduces fatty liver in diabetic or obese animals.

Suggested use: Simply mix 1 packet daily with 4-6 fl. oz. of water, shake and enjoy.

1 box = 30 day supply

Serving Size: 4.9 g (1 packet)  Servings Per Box: 30
Amount Per Serving % Daily Value*
Calories 10
Total Carbohydrate 3 g 0%
Dietary Fiber 2 g 10%
Sugar 0 g
Gluceria* (fraxinus excelsior L. extract) 1000 mg
Stevia Leaf Crystals (stevia rebaudiana) 110 mg
* Percent Daily Values are based on a 2,000 calorie diet. † Daily Value not established.

Other Ingredients: Dextrin (Dietary Fiber) From non GMO corn, Natural Flavors (Plant Based), Citric Acid, Silica (as a flow agent), Xanthan gum, Fruit and Vegetable Juice for Color.