



PRESS RELEASE

For Immediate Release

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www.youngevity.com

YOUNGEVITY® INTRODUCES TRŪ LIQUID CHOCOLATE™ (TLC), A REVOLUTIONARY PROPRIETARY SUPPLEMENT OF COCOA, AÇAÍ, MANGOSTEEN, CAPUAÇU, GOJI BERRY AND CHERRY

CHULA VISTA, CA – International Nutritional Products Company Youngevity® is proud to announce the launch of TRŪ Liquid Chocolate™ (TLC), a liquid food supplement containing a proprietary blend of the world's most exotic ingredients and luscious fruits with the intention of providing antioxidants for optimal health.

Dark Chocolate is world-renown for its high antioxidant value, supporting optimal health and wellness. TLC has taken Cocoa to a new level of nutritional value with the addition of highly sought after exotic fruits from around the world, including Açai, Mangosteen, Cupuaçu, Goji (Wolfberry) and Cherry. With no added sweeteners or sugars and only 19 calories per serving, TLC boasts a high ORAC score of 135000 per Liter (3994 per ounce) as tested by UBE Analytical Laboratories (ID Test# 09-01043).

Açai, the fruit of a palm tree ("The Tree of Life") that grows in the rainforests of the Amazon, is known to have ten times more antioxidants than red grapes and 10 to 30 times the anthocyanins (polyphenols that give fruits and vegetables their deep color and are high in antioxidant value) of red wine! Antioxidants, which include the Vitamins C and E that are found in the Açai fruit, help to neutralize oxygen-free radicals, which are an unhealthy by-product of the process the body uses to turn food into energy. Açai also has a high concentration of Omega 6 and Omega 9 fatty acids, which help fight the buildup of LDL, or bad cholesterol, in the body while also helping support HDL, or good cholesterol. The benefits of Açai are endless, as they promote cardiovascular and digestive health and contain a large range of vitamins and nutrients including Vitamins B1, B2, B3, C, E, Potassium, Zinc, Magnesium and Phosphorus.

Mangosteen is recognized for the incredibly potent antioxidant power of its phytonutrient xanthenes. Xanthenes are the most highly active antioxidants found in the mangosteen fruit and come predominately from the rind or outer shell portion of the fruit. Xanthenes are a biological class of phytonutrients that are very stable and have been found to exhibit strong antioxidant activity. Mangosteen has over 40 naturally occurring xanthenes!

From deep in the Amazon Rainforest comes a delicious exotic fruit called the Cupuaçu (pronounced coo-poo-ah-sue). Known as "The Taste of Brazil", this fruit is used in juices, jams and other tasty treats. In addition to its many antioxidant properties, Cupuaçu has been touted as supporting a healthy digestive tract, boosting the immune system and promoting energy

and libido. This highly sought-after fruit contains phytonutrients called polyphenols and theograndins (super-antioxidants) and several other antioxidants including vitamins A, C, B1, B2, B3 as well as essential fatty acids and amino acids – which is why we call it a complete super-fruit!

Goji berry is the common name for the fruit of two very closely related species: *Lycium barbarum* and *L. chinense*, two species of boxthorn in the family Solanaceae. Although its original habitat is obscure (probably southeastern Europe to southwest Asia), goji berry species currently grow in many world regions.

The cherry belongs to the family Rosaceae, genus *Prunus*, along with almonds, peaches, plums, apricots and bird cherries. The subgenus is native to the temperate regions of the Northern Hemisphere, with two species in America, three in Europe, and the remainder in Asia. Cherries contain anthocyanins, the red pigment in berries. Cherry anthocyanins have been shown to reduce pain and inflammation in rats. Anthocyanins are also potent antioxidants under active research for a variety of potential health benefits.

“TRŪ Liquid Chocolate™ is an ideal example of a product launch encompassing Youngevity's® company objective. With the introduction of TRŪ Liquid Chocolate™, Youngevity® furthers its commitment to developing innovative health and wellness products that extend and reinforce our current brands,” said Steve Wallach, President of Youngevity®.

TRŪ Liquid Chocolate™ is available from Youngevity® distributors worldwide by calling (800) 982-3189 or online at www.youngevity.com.

Dr. Joel Wallach and Dr. Ma Lan founded Wellness Lifestyles Inc. in April of 1997, which then adopted the global brand “Youngevity” in April 2006. Youngevity®, now a leading designer of dietary supplements and cutting-edge personal care and wellness lifestyle products, was founded with the intent to help people “Live Younger Longer!”, and markets worldwide through a network of independent distributors. With Global headquarters in Chula Vista, California, Youngevity® holds international offices in Australia, New Zealand and Japan. For more information, visit www.youngevity.com.

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