



AlkemyPower™: Innovation Platform

- Identify Old Dietary Ingredients/GRAS ingredients that may benefit from modulated pH, at bio-targeted sites
- Finalized patents and patent pending status
- Architecture encompasses Reduced Moisture IQF Vegetables, Aseptic Vegetables, Dehydrated Vegetables for pKa enhanced flavor, color, and texture. Buffered Vitamin-C, Buffered Garlic, Antacid. Active mineral and electrolyte water. With composition specific clinical research data to support the platform
- Clinical proof of product performance with research and follow up studies to create true, evidence-based brands with consumer-relevant benefits



AlkemyPower™ Profile

AlkemyPower™ is designed as a hydraceutical with hydration efficacy equal to a leading “sports beverage”, yet has ZERO calories, sweeteners, or artificial ingredients.

- Great water taste – alkalizing minerals
- Patent pending composition
- Clinical research validated: crossover comparator trials
- 100% natural, ZERO calories, sweeteners, or artificial ingredients
- GMO-free, contains no animal products
- Kosher certified



AlkemyPower™ Pilot Study

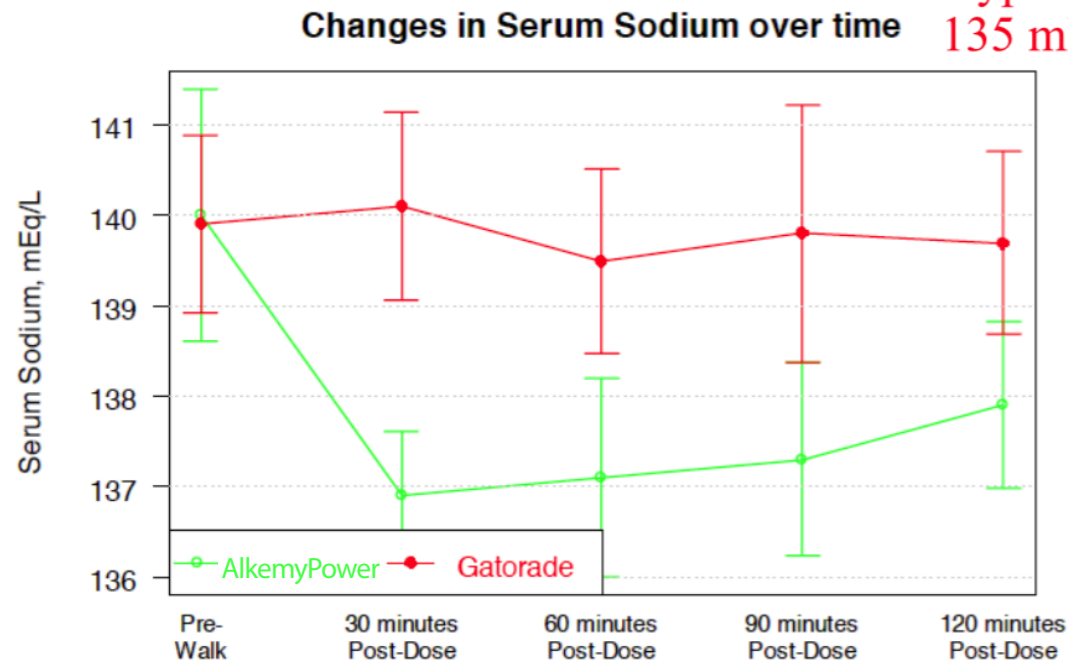
- Clinical Data
 - 60 minutes of brisk treadmill walking (5% grade) in a hot (33-40 °C), humid (40-56%) controlled environment
 - AlkemyPower™ vs Gatorade post-exercise: 0.56 L (1.2 pints) per pound of body weight lost during exercise (\approx 2%)
 - Prospective, comparator, open label, randomized, crossover trial
 - Healthy, exercising, non-smoking, physically fit females (23 years avg., 22.7 BMI avg.)
 - cGCP research center in USA



Electrolyte Changes: Sodium

Normal =
135-145
mEq/L

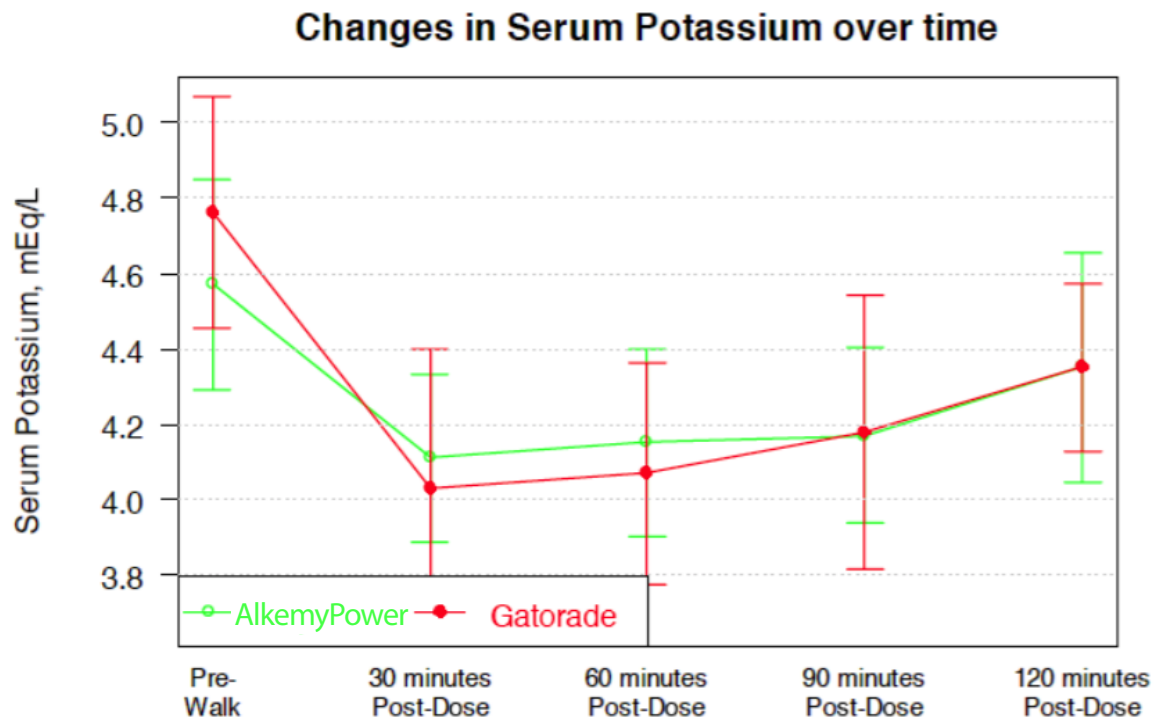
Hyponatremia <
135 mEq/L



$P < 0.005$
(all time points)



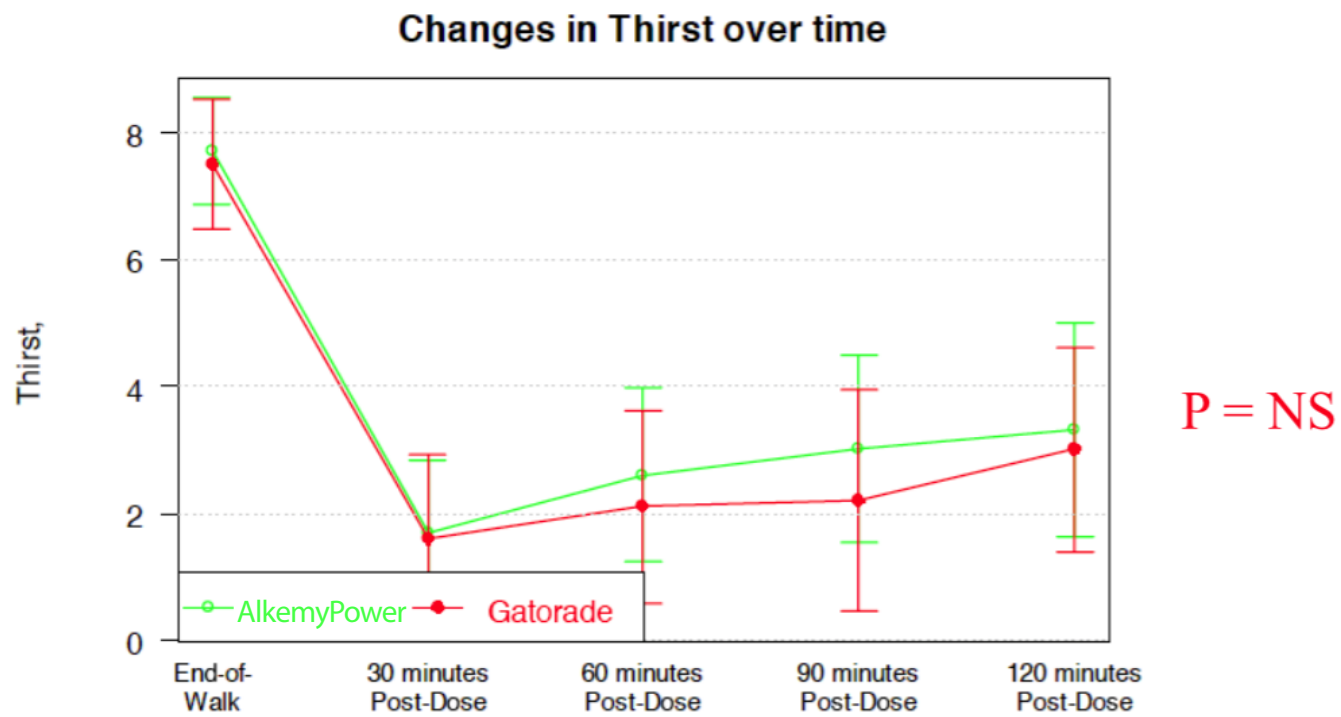
Electrolyte Changes: Potassium



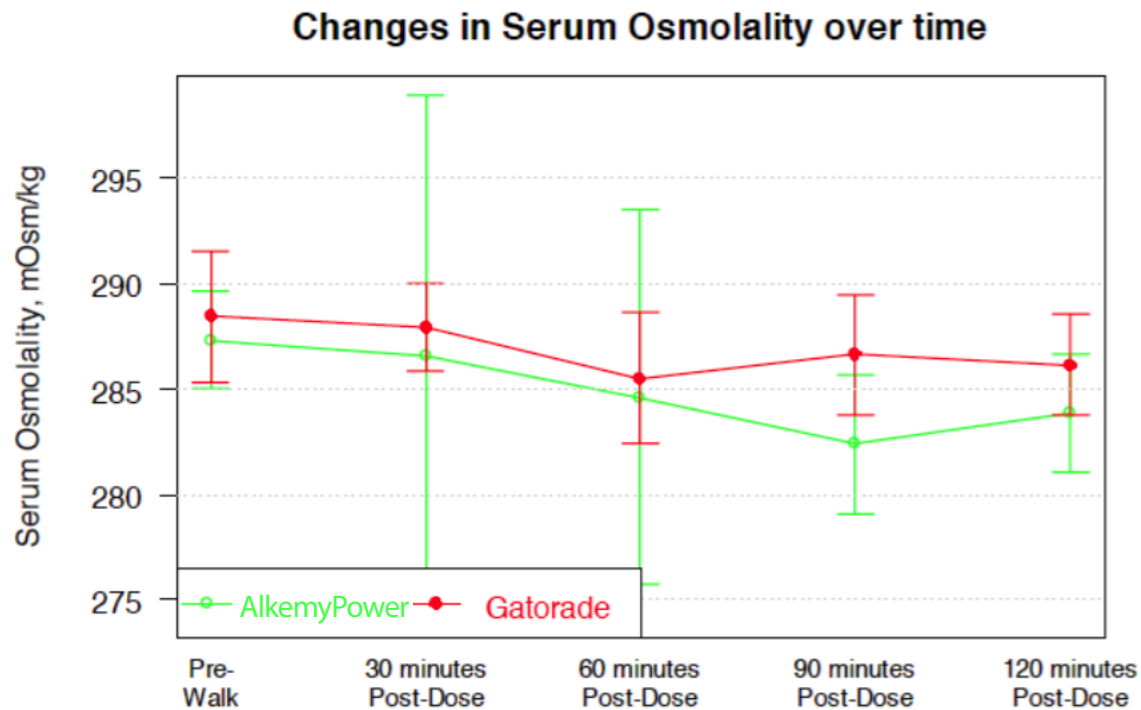
P = NS



Thirst (Self-Reported)



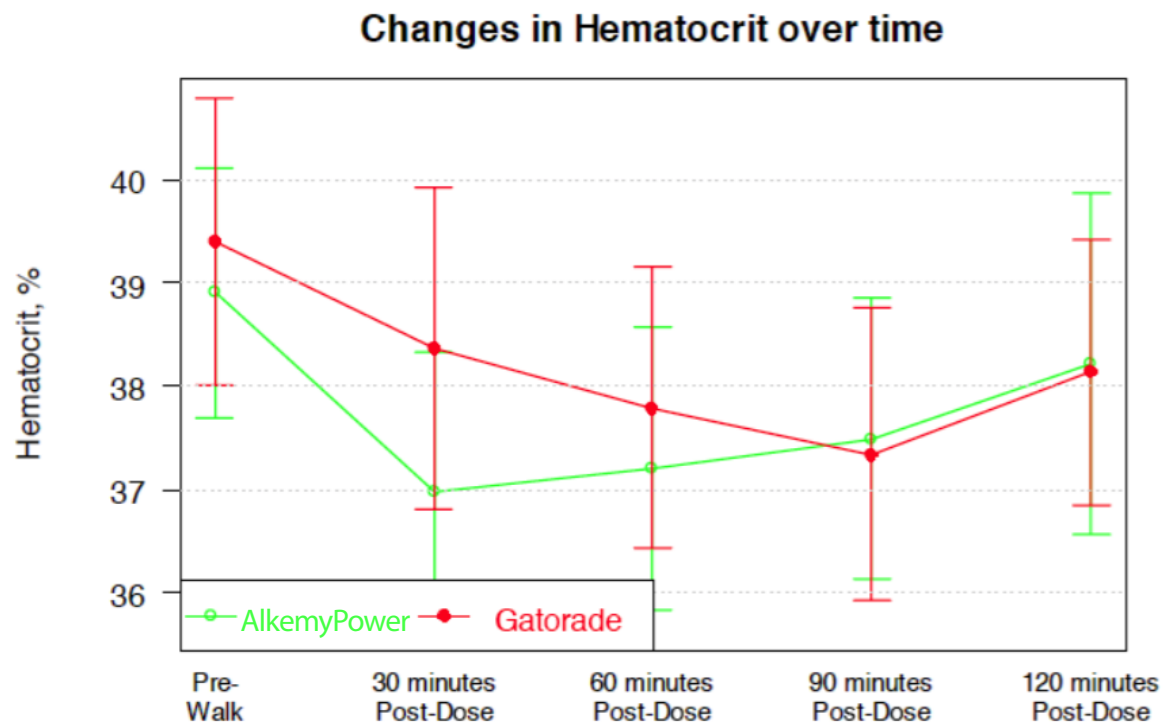
Hydration Changes I: Osmolality



P = NS



Hydration Changes II: Hematocrit

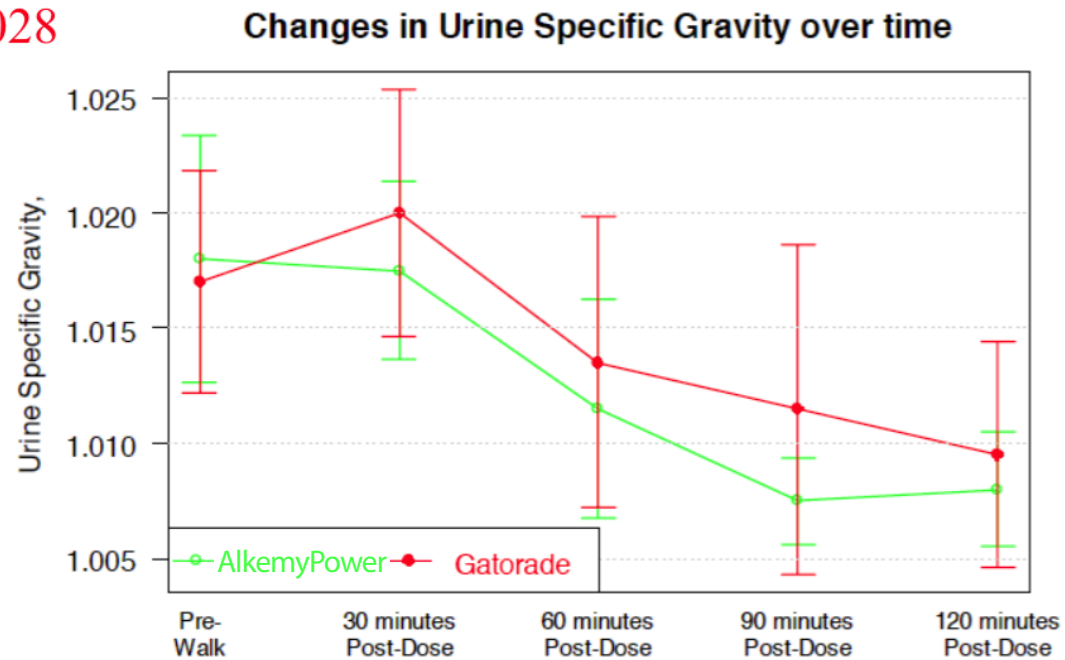


P = NS



Urine Specific Gravity

Lab normal =
1.002-1.028

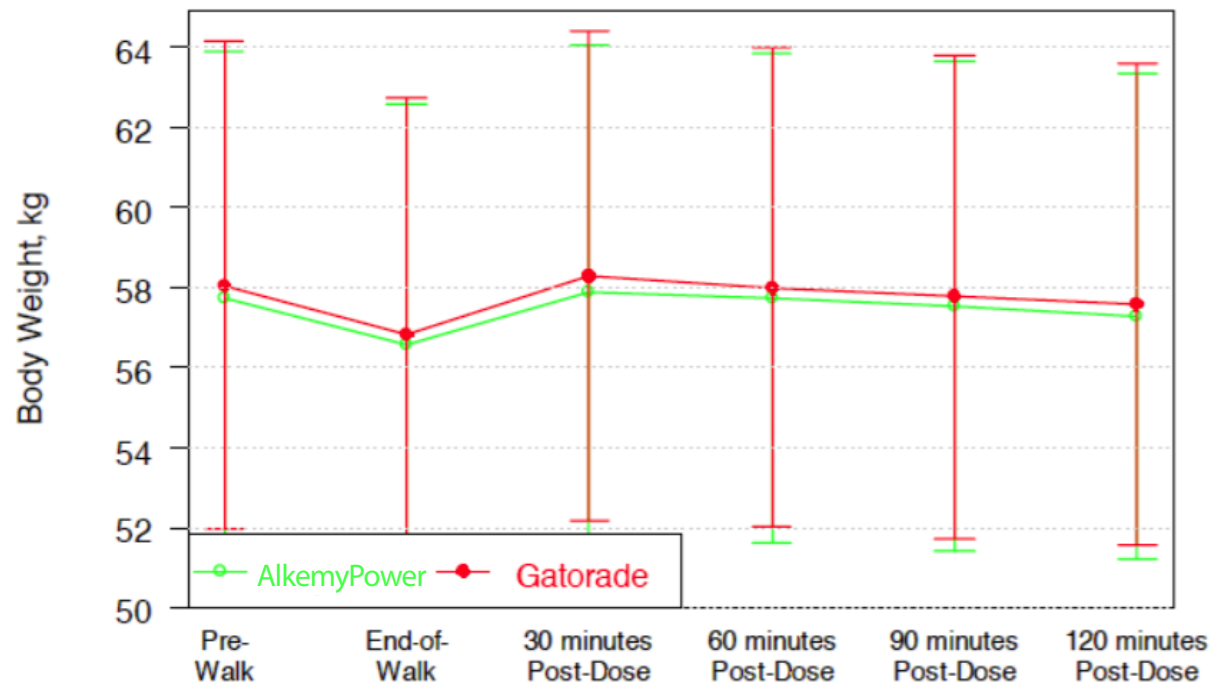


P = NS



Body Weight

Changes in Body Weight over time



P = NS



Physiologically equivalent

- No physiologically significant differences between the two beverages
 - Trend for better serum osmolality, sodium, and urine specific gravity with Gatorade
 - Trend for better hematocrit and serum potassium with AlkemyPower™
- Superimposable body weight and thirst responses to both beverages
- Trends for taste/flavor preference with AlkemyPower™, with Gatorade tending to make subjects feel “uncomfortably full” (likely due to osmolality impact of sugars in Gatorade)
- Presented at ACSM 1988 (“Well done study”, Dr. Ron Maughan)
- Generated significant media attention



AlkemyPower™: Dosing Formats

- Stick Pack and Sachet
- Dispensing Cap
- Alternative Innovative Packaging




AlkemyPower™: Follow Up Study

- Confirmatory, Expanded Comparator Trial
- Alkemy RTD vs. Alkemy powder (add to DI water) vs. Alkemy II RTD (higher electrolytes) vs. Aquafina vs. Gatorade
- Prospective, comparator, double-blind, randomized, crossover trial
 - Ten healthy, fit male subjects
- 60 minutes of brisk treadmill walking (5% grade) in a hot (33-40 °C), humid (40-65%) controlled environment
- AlkemyPower™ vs Gatorade post-exercise: 0.56 L (1.2 pints) per pound of body weight lost during exercise ($\approx 2\%$)
- cGCP at USA-based pharmaceutical research center

Study Target completion date: December 2008



AlkemyPower™ vs. Gatorade

Nutrients/8 Oz	Gatorade	 AlkemyPower™
Calories	50	0
Sugars	14 g	0
Sodium	110 mg	
Natural Sea Minerals		108 mg
Potassium	30 mg	14 mg
Calcium	0	17 mg
Magnesium	0	3 mg
Ascorbic acid	0	14 mg





Vigour

Live life with Vigour.

