

## FOR IMMEDIATE RELEASE

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### MENSCIENCE INTRODUCES ADVANCED ANTIOXIDANTS:

#### THE FIRST IN A NEW SERIES OF SUPPLEMENTS FORMULATED FOR MEN

**MIAMI, FLORIDA - January 2007** – MenScience announces the expansion of its line to encompass well-being from the inside out with a new series of advanced nutritional supplements. The first to be released, Advanced Antioxidants, combines the best of traditional antioxidants with cutting-edge ingredients to protect the body against the ravages of free-radical damage.

As seen in numerous clinical studies and as referenced in such publications as The New England Journal of Medicine, antioxidants have been shown to play an important role in a number of bodily functions. Clinical results have revealed that antioxidants need to be maintained within the body on a daily basis to insure health and well-being. Unfortunately, the lifestyles of modern men often do not allow them to attain the recommended levels of antioxidants from diet alone. The addition of nutritional supplements is necessary to maintain a healthy body system. Advanced Antioxidants contains a highly-effective combination of both newly-developed substances such as Astaxanthin, Pycnogenol, Tocotrienol and Zeaxanthin, and more active forms of traditional, time-tested components such as Lutein, Lycopene, and Vitamins A, C and E. These ingredients work together to strengthen protection against free-radical damage, as well as support cellular repair.

Unlike many other supplements which leave the system quickly and must be taken throughout the day, the concentration of Advanced Antioxidants ingredients vary in absorption times, allowing it to stay in the system for a longer period of time and only be taken once a day.

Advanced Antioxidants is priced at \$28.00 and is available, along with the full line of MenScience Androceuticals, at [www.MenScience.com](http://www.MenScience.com) or by calling 1-800-608-MENS. MenScience products can also be found at Barneys New York, Nordstrom and premium retailers and spas in the U.S. and worldwide.

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Introducing  
**Advanced Antioxidants**

**PRODUCT:** ADVANCED ANTIOXIDANTS  
 Daily Supplement

**RETAIL PRICE:** \$28.00 (60 Tablets)

**RECOMMENDED FOR:**

Anti-Aging  
 Nurture and Protect  
 Nutritional Support

**BENEFITS:** **INGREDIENTS:**

Supports cellular antioxidant protection      Astaxanthin, Pycnogenol, Tocotrienol, Zeaxanthin

Neutralizes free radicals which damage cells through a process of oxidation      Idebenone, Coenzyme Q10, Alpha Lipoic Acid, Vitamins A, C, E

**PURPOSE:**

A proprietary combination of the most advanced and effective antioxidants, scientifically formulated to support the body's defense against free radicals that can damage cells and accelerate the aging process.

**METHOD OF USE:**

Take one or two tablets daily. Keep out of reach of children.

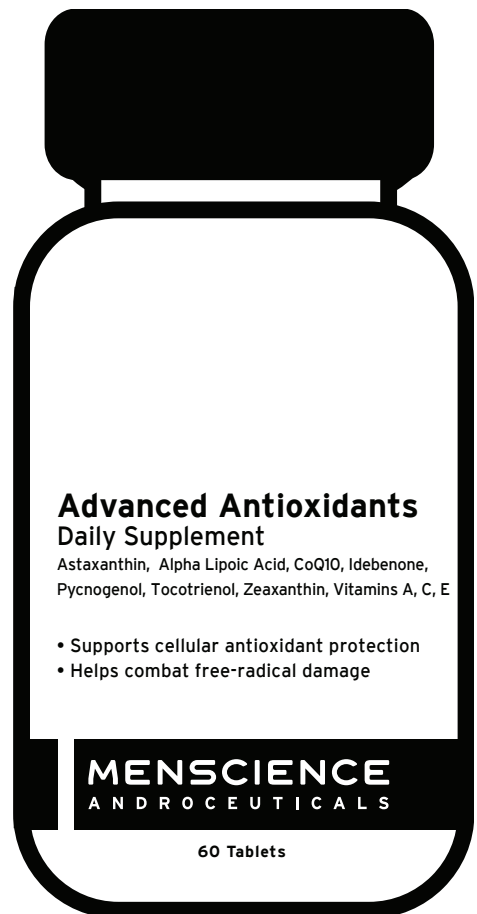
**WHAT'S UNIQUE ABOUT THIS PRODUCT:**

The powerful combination of antioxidants utilizes new, cutting-edge ingredients as well as traditional components scientifically enhanced for higher levels of activeness and effectiveness.

Unlike many supplements which must be taken at several points during the day because they leave the system quickly, the high concentration of Advanced Antioxidants ingredients vary in absorption times. This allows them to stay in the system for a longer period of time and require only a single dosage a day.

**COMPLEMENTARY PRODUCTS:**

Anti-Aging Formula; Omega 3 Supplement Formula



**Protect Your Body from  
 the Inside Out**