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State of the Health & Wellness Category: 2010

Global Mangosteen Market Leader XanGo Continues to Evolve and Create New Categories that Advance Consumer Wellness

XanGo continues to expand mangosteen category it created with XanGo® Juice; also creates natural vigor category with Eleviv™ launch

Statement by Robert Conlee, President and CEO of XanGo, LLC

LEHI, UTAH – Global wellness leader [XanGo, LLC](#) continues to innovate by creating new product categories that address consumer demand and drive continually expanding business opportunities in the 34 countries where its distributors operate. Building upon its legacy of being first-to-market with a premium mangosteen beverage, [XanGo® Juice](#), XanGo again has set the standard with the recent launch of [Eleviv™](#), a dietary supplement that creates the category for natural promotion of youthful vigor.

XanGo Juice Surges in Superfood Status

Superfoods and superfruits persist as two of the hottest trends with consumers today, and the potent mangosteen in [XanGo Juice](#), XanGo's original category-creator for health and wellness, leads the way. In early 2010, the mangosteen has already received notable accolades from the January issue of *PEOPLE* magazine, as one of "The Hot and Healthy Foods for 2010," and an article on the "The Dr. Oz Show" Web site included the mangosteen as one of "5 Superfoods to Eat Now."

Of course, with fresh fruit imports of mangosteen forbidden in the U.S., [XanGo Juice](#) remains the premium method for consumers interested in partaking in these dynamic

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superfruit trends and reaping nutritional rewards in every sip. In fact, XanGo Juice sources the whole mangosteen fruit – delivering the fruit’s unique xanthone compounds and other antioxidants from the rind, as well as vitamins from the opaque mangosteen flesh. Just a little more than seven years after its launch, more than 1 million distributors around the globe have now discovered the potency of the mangosteen – both in terms of the health benefits and the business opportunity it offers through XanGo.

Major international research institutions are taking notice, too, with recently completed and ongoing human clinical studies reviewing the product’s effects on heart health. For example, a study published in *Nutrition Journal* indicates that XanGo Juice lowered levels of C-reactive protein (CRP) in overweight and obese people in a randomized, double-blind, placebo-controlled human trial. CRP is a marker used to measure inflammation levels, and a reduction in CRP may indicate a corresponding reduction in the risk of heart disease and diabetes, potentially even stroke, lung disease, skin conditions and arthritis.

Dr. Jay Udani at Medicus Research in California tested three different dosages (varying between three to nine ounces) of [XanGo Juice](#) against a placebo juice twice daily. All dosages of XanGo Juice demonstrated an ability to reduce CRP as a marker of inflammation; participants who consumed the highest dose demonstrated a statistically significant reduction in CRP. This study also suggests that XanGo Juice has healthful properties for weight management, both in terms of significantly lowered body fat percentage and body mass index (BMI) scores.

Science Identifying XanGo Wellness Product Synergies

The research doesn’t end there. XanGo’s philosophy of total wellness leads to an emphasis on developing natural products that complement each other for increased benefit. For example, Eleviv is a unique [dietary supplement](#) that works in concert with XanGo Juice to address key components of everyday health. Product formulator and American Institute of Stress Fellow, Dr. Shawn Talbott, reports that study participants who consume both XanGo Juice and Eleviv in synergy have greater improvement of metabolic balance, decreased tension and lower levels of the inflammation marker CRP than those who consumed Eleviv alone. Additionally, those who took the two products together reported increased vigor levels in half the time of those using only one of the products.

Eleviv: Scientifically Tested to Improve Your Vigor

The quest for improved vigor – a scientific term for physical energy, mental acuity and emotional well-being – represents a growing consumer segment of \$80 billion annually in the U.S. Artificial stimulants, sugar-packed and caffeine-heavy drinks, and sleep aids flood the market, but only address one component of the vigor equation and are often accompanied by sharp peaks and punishing crashes. In contrast, Eleviv addresses the root of the problem – metabolic imbalance – and works naturally within the body to restore proper balance and help people feel great again, in a sustainable way.

The launch of Eleviv hits the market after years of scientific research and discovery. Dr. Talbott explains, “When the body is out of balance, people are likely to suffer reduced energy, depressed mood, reduced mental acuity, poor coping with stress and even stored body fat. As a scientist, I ask, how can we use modern technology to enhance delivery of scientific properties found in nature to restore the body’s balance?”

In several pre-market clinical trials, Eleviv has shown the ability to reduce tension and improve vigor by significantly increasing metabolic balance. Eleviv users are reporting reduced fatigue, restored concentration and mental awareness, enhanced mood and better ability to cope with stress* as key components of their restored vigor. Research behind Eleviv has been presented at top international conferences over the past five years and will soon be published in scientific journals. Consumers can take an initial vigor score when they start using the product and measure progress week-by-week by visiting Eleviv.com.

The market is ready for [Eleviv](http://Eleviv.com), as demonstrated by pre-market releases to select distributors and customers in the summer months of 2009, which led to all-time company records for single-day and summer-month sales. The momentum from the subsequent September 2009 Eleviv launch is continuing to push XanGo’s growth in 2010, expanding its market share within the wellness industry.

The Natural Progression of XanGo Products

While creating the category for natural vigor through Eleviv is exciting, XanGo also advances its position as the mangosteen category creator and leader – a position first established by the flagship XanGo Juice – under its premium personal care brand, [Glimpse® Topical Skin Nutrition](http://Glimpse.com), and the recently launched [Juni™ Family Care](http://Juni.com) products, suitable for any family on any budget.

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[Juni](#) features gentle shampoo, conditioner, body bar, body wash and lotion products made from the nourishing mangosteen fruit. Through clean, effective formulas, the Juni personal care line empowers parents to make a conscious and economic choice to live healthier – free of harmful chemicals – by simply replacing their currently used bath and body items. The business opportunity to sell these essential products as a XanGo distributor will help supplement long-term earnings.

With these bold, fresh product innovations that harness the power of the mangosteen and other natural wellness solutions, coupled with heightened consumer interest in health and nutrition, the future for XanGo – including its flourishing network of distributors and international market expansion – is primed for further business growth in 2010.

About XanGo, LLC

A leading global nutrition company, XanGo, LLC is a recognized leader in health and wellness products. Currently expanding into a wider range of botanicals, XanGo was the first company to market a premium mangosteen beverage, XanGo® Juice, to consumers worldwide. Its roster of premium, functional products now includes XANGO 3SIXTY5™, a whole food nutrition multi-vitamin, Glimpse® Topical Skin Nutrition, Eleviv™ for natural, youthful vigor and Juni™ Family Care with natural, toxin-free personal care products for the entire family. XanGo is privately-owned and powered by a global network of more than 1 million independent distributors in the U.S. and more than 30 international markets such as Canada, Mexico, Japan, Germany and Malaysia. For details, visit <http://www.xango.com>.

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* These statements have not been evaluated by the Food and Drug Administration (FDA). This product is not intended to diagnose, treat, cure or prevent any disease.