

INVESTMENT TRENDS

An All-Natural Answer To Fighting Cholesterol Hits Market

(NAPSA)—Recent health news has prompted concern among patients about cholesterol-lowering drugs. The New England Journal of Medicine published results indicating that the prescription cholesterol drug Vytorin has illustrated no benefit in reducing the accumulation of fatty plaque in the arteries. Millions of Americans have taken the drug since its introduction to the market in 2004, racking up \$5 billion in sales despite limited proof of results.

News of the drug's failure has caused a stir in the medical community and left consumers confused and angered about the effectiveness and safety of prescription "blockbuster" drugs. This public outcry has not been lost on investors as the market has reacted to the disappointing news.

Meanwhile, the demand for complementary medicine continues to grow, according to Kalorama Information, a division of Market Research.com, which predicted that the U.S. market for clinical nutritional supplements will surpass the \$1 billion mark in a few years. A study conducted by the National Center for Complementary and Alternative Medicine (NCCAM) and the Centers for Disease Control's National Center for Health Statistics shows that approximately 36 percent of U.S. adults use some form of complementary and alternative medicines (CAM), with 18.9 percent of those using various natural products.

eFoodSafety.com (OTC symbol: EFSF.OB) is positioning itself to be competitive in the cardiovascular space with their product Cinnechol™, a nutritional supplement that provides a blend of natural compounds including vitamins, herbal concentrates and unique phytonutrients. Independent studies of these unique compounds have demonstrated an ability to help normalize not only total cholesterol, but also LDL (bad) cholesterol, triglycerides and

C-reactive protein—an indicator of inflammation.

Richard Goldfarb, M.D., director of the company and Bucks County Clinical Research, says the ingredi-

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ents in the product improve circulation, causing oxygenation of the body's tissues. This can translate into more energy, improved endurance and an overall feeling of more vibrant health. Mental clarity and alertness may also pick up as blood flow to the brain improves. Additionally, as inflammation decreases, there may be a noticeable improvement in joint health and flexibility.

The company has recently launched national direct-response commercials to introduce its product to a broad audience, with potential viewership in the millions. The company is optimistic that the campaign will significantly increase market exposure, brand recognition, and revenue.

"We are delighted to introduce Cinnechol to consumers and help educate them about the benefits of our natural solution to help promote healthy cholesterol and triglyceride levels and support the entire cardiovascular system," says Patricia Gruden, CEO of eFoodSafety. "Consumers are becoming more receptive toward all-natural treatment options for common health conditions. We believe that making our product available to a larger portion of the population will result in greater recognition from the financial community."

Learn More

You can learn more online at www.cinnechol.com.