

## PRESS RELEASE

For immediate release

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### “JOIN THE LAUNCH WITH MASQUELIER’S® BRAND NEW PRODUCT”

On May 18, At The Finished Products Section Of Vitafoods 2010,  
The INTERNATIONAL NUTRITION COMPANY Will Officially Launch  
**MASQUELIER’S® Mediterranean Dietary Supplement.**

#### Join the Launch!

After a highly successful pre-launch in the Singapore market over the recent months, I.N.C.’s new Mediterranean product will hit the markets in September 2010. Preparations for market entry in Austria, Germany, The Netherlands and Australia are in progress, while discussions are progressing for distribution in other markets in and outside Europe. At the Finished Products Expo of the Vitafoods 2010 Trade Fair all distributors looking for an exclusive opportunity for their markets are invited to visit booth 2215 and be part of the September launch of what will arguably be the biggest hit of the coming decade.



#### Mediterranean Wellness.

Scientists worldwide have been studying the traditional Mediterranean lifestyle to understand why their life expectancy is so high and people age so well. Apart from the sunshine and siestas which are common in the Mediterranean region, their diet is widely believed to be key. With MASQUELIER’S® Mediterranean Dietary Supplement, consumers get the exact daily dosage of those nutrients which science tells us contribute the most to the health and longevity of Mediterraneans.

#### Consumer Science.

MASQUELIER’S® Mediterranean Dietary Supplement is founded on straightforward science, contains the highest quality ingredients and is brought to the consumer in a product-mix that elicits instant understanding. Tapping in to this existing recognition of its health benefits, MASQUELIER’S® Mediterranean Dietary Supplement fulfils the most fundamental supplementation needs of the health & lifestyle conscious person in the 40+ age category.

#### MASQUELIER’S®

MASQUELIER’S® Original OPCs and its inventor Jack Masquelier are embedded in the Mediterranean dietary traditions, pioneering research and the highest scientific principles. International Nutrition Company (I.N.C.) helps Masquelier’s scientific successors to continue their research into the product’s widening array of effects on human health and its key role in the Mediterranean diet.

### Partnership.

In the development of MASQUELIER's® Mediterranean Dietary Supplement nothing was left to chance. Combining in-house and international marketing development expertise has led to a product and promotion mix that will outlast the coming decade. From scientific dossier to master file to registration assistance, from product texts to POS materials, from ready to use website to training presentations; a complete package lies ready for implementation into any marketplace. Thus, with I.N.C.'s comprehensive distributor support package, we dare to boldly claim that we can make any partner's launch by September 30 of this year a successful reality.

### Can't wait?

If the wait until the official launch of the new product at the Finished Product Expo at the Vitafoods trade fair in Geneva, from 18-20<sup>th</sup> May 2010 is simply too long, please do not hesitate in contacting I.N.C.'s Sales & Marketing Director Pim Schwitters, who will happily send you the website link to tease you even further.



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For more information on MASQUELIER's® products, contact I.N.C.'s Sales & Marketing Director Pim Schwitters on +31 (0)35 6565655 or send an email to: [p.schwitters@inc-opc.com](mailto:p.schwitters@inc-opc.com)

### THE OPC ORIGINALS

Jack Masquelier – ground breaking scientist in the field of nutrition & health – is the inventor of the ingredients exclusively identified by his name; MASQUELIER's® French Pine Bark Extract and MASQUELIER's® Original OPCs. Anthogenol® is the unique blend of these “OPC Originals” offering you the optimum combination of these scientifically proven ingredients. To ensure the highest levels of quality and health benefits consistently, all MASQUELIER's® ingredients undergo Complex Phytonutrient Authentication (CPA), the world's most accurate quality control method, providing you with a guarantee of quality backed by science.



2010 Restyle pack, also ready for launch.