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## FOR IMMEDIATE RELEASE

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## Embodi™ The First Non-Alcoholic Beverage to Provide the Health Benefits of Red Wine.

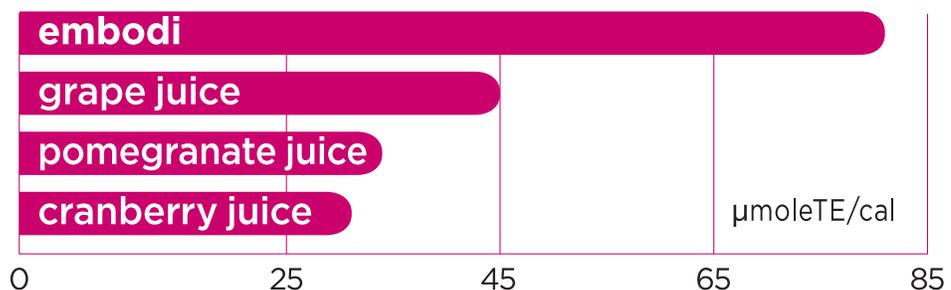
**Chicago, IL, July 8th, 2008** - Embodi announces the nationwide launch of its first beverage in Whole Foods Market stores. Embodi is the first health beverage to contain a specially developed grape pomace extract made from the skins, seeds, and stems of red wine grapes. This extract provides Embodi with the full-spectrum of red wine's antioxidants - and resulting health benefits - without the side effects of alcohol.

"Embodi's organic fruit juice blend is combined with our red wine grape extract, which provides the health benefits of two glasses of red wine, without the alcohol," explains Dan Waters, CEO of Embodi. "Embodi is a convenient way to take active charge of your health," he adds. Embodi makes a daily regimen of powerful antioxidants available to millions of people who do not or cannot drink red wine.

Red wine's health benefits are well researched and documented. The benefits include cardiovascular health, cancer prevention, reduced oxidative stress, increased longevity, neurodegenerative disease prevention, and diabetes prevention. Resveratrol, a polyphenol found in red wine and Embodi, has recently been heralded for its disease fighting properties. However, a growing body of research indicates that it is the full-spectrum of polyphenol antioxidants found in found red wine that provides its wide ranging health benefits.

"The unique polyphenol antioxidants in red wine help guard the body against free radicals - molecules which accelerate the degeneration of cells and impact the body's ability to stay healthy", reports Dr. Leroy Creasy, Professor Emeritus of Horticulture at Cornell University. Dr. Creasy, who in 1991 discovered the presence of resveratrol in red wine and red wine grapes, adds, "Embodi, with its unique red wine grape extract, delivers these antioxidants in a healthy and nonalcoholic way."

Antioxidant  
Power Per  
Calorie



Independent ORAC (Juice) Analysis: Brunswick Laboratories, MA

[www.drinkembodi.com](http://www.drinkembodi.com)

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Embodi is manufactured in the United States and created from a patented blend of organic fruit juices and grape pomace extract. One bottle of Embodi contains only 90 calories, making it one of the lowest calorie antioxidant juice drinks available today.

Embodi is packaged in a re-sealable 8-ounce aluminum bottle that is more easily recycled than plastic or glass. In addition, since antioxidants lose potency when exposed to light or oxygen, the Embodi bottle maintains maximum antioxidant power until the moment it is opened.

Embodi is available in three delicious flavors: Citrus Resurgence (citrus fruits), Tropical Revival (goji berry and pomegranate), and Berry Renewal (blueberry and pomegranate). Suggested retail price is \$2.49.

**Ingredient Information for Embodi:** Water, organic fruit juice blend (organic white grape, organic red grape, organic apple, organic pomegranate, and organic pear juices from concentrate), grape pomace extract, and natural flavors.

Embodi can be found in the refrigerated drink aisle at Whole Foods Markets nationwide beginning on July 1, 2008.

**For more information visit [www.drinkembodi.com](http://www.drinkembodi.com)**

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## “Recent Media Coverage and Supporting Studies on the Potential Health Benefits Associated with Red Wine”

**“New hints seen that red wine may slow aging” New York Times, June 4th, 2008.**

Red wine may be much more potent than was thought in extending human lifespan, researchers say in a new report that is likely to give impetus to the rapidly growing search for longevity drugs.

**“Can red wine help you live forever?” Fortune Magazine, Jan 19th, 2008.**

“Resveratrol is the ingredient in red wine that made headlines in November when scientists were able to demonstrate that it kept overfed mice from gaining weight, turned them into the equivalent of Olympic marathoners, and seemed to slow down their aging process.” Harvard Medical Study (also cited in New York Times, Wall Street Journal and other publications).

**“Light wine intake associated with longer life expectancy in men.” American Heart Association, Feb 28th, 2007.**

Conference Report, February 28, 2007. Participants who drank (on average) half a glass of wine per day... had a 40 percent lower rate of all-cause death and a 48 percent lower incidence of cardiovascular death. Researchers said life expectancy was 3.8 years higher in those men who drank wine...” (Research results presented at American Heart Association’s 47th Annual Conference on Cardiovascular Disease Epidemiology and Prevention.)

**“Antioxidants found in red wine selects, kills cancer cells in experiment.” Wine Spectator, April 25, 2007.**

“A pigmentation chemical that makes grape skins and wines red has been found to kill human leukemia and lymphoma cells cultured in a lab.... The compound, a type of anthocyanidin common in plants, left healthy blood cells alone.” (Scientific study published in May issues of The Journal of Biological Chemistry.)

**“Substance in Red Wine Appears to Let Mice Live Longer” The Wall Street Journal, November 2, 2007.**

“...preliminary findings indicate they may have a lifespan extension of 20%.” “The significance of the study on a scale of 10 is 11 in the aging and longevity field,” said Nir Barzilai, director of the Institute for Aging Research at Albert Einstein College of Medicine.”

**“Red Wine, Taken in Moderation, Reduces Risk of Prostate Cancer.” Harvard Gazette, June 7, 2007.**

“Men who drink moderate amounts of red wine are only half as likely to be diagnosed with prostate cancer as those who don’t drink it at all, according to a report in June issue of Harvard Men’s Health Letter.”

**“Grape Seed Extract May Help Prevent Skin Cancer” Scientific American, March 26, 2007.**

“Chemicals found in grape seeds may help ward off skin cancer due to regular exposure to the sun.”  
“It suggested that regular consumption of GSPs (grape seed proanthocyanidins) as a dietary supplement may be beneficial for the prevention of skin cancer.”

**“Red Wine Ingredient May Increase Muscle Endurance.” The Wall Street Journal November 17, 2006.**

“An ingredient in red wine that has shown promise for slowing aging in obese mice appears to have another benefit: it doubled their endurance.” “The Cell research confirms some promising findings from a recent study published in the journal Nature that indicated the substance could improve longevity in mice.”

**“Yes Red Wine Holds Answers. Check Dosage.” The New York Times, November 2, 2006.**

“Can you have your cake and eat it?...”, “Researchers at the Harvard Medical School and the National Institute on Aging report that a natural substance found in red wine, known as resveratrol, offsets the bad effects of a high-calorie diet in mice and significantly extends their lifespan.” “Resveratrol is found in the skin of grapes and in red wine and is conjectured to be a partial explanation for the French Paradox, the puzzling fact that people in France enjoy a high-fat diet yet suffer less heart disease than Americans.”