

**NUTRICELLULA**  
HEALTH NUTRITION



**BOTANICAL SCIENCE**  
**FOR HEALTHY LIVING**



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# MISSION STATEMENT

NutriCellulas' goal is to successfully bring scientifically researched and designed nutritional supplements to market that improve the quality of life.



# OBJECTIVES

NutriCellula plans to market various brands of supplements in the male and female sexual enhancement, athletic performance, anti-aging, blood/glucose management, skin, liver support, pain inflammation, vision and weight management market categories.



# CREATION OF NUTRICELLULA NAME

## **Nutri from Nutracuetical**

Nutraceutical, a portmanteau of the words “nutrition” and “pharmaceutical”, is a food or food product that reportedly provides health and medical benefits, including the prevention and treatment of disease. A nutraceutical is demonstrated to have a physiological benefit or provide protection against chronic disease."

## **Cellula from Cell**

The word cell comes from the Latin cellula, meaning "a small room". The vital functions of an organism occur within cells. The cell is the basic structural and functional unit of all known living organisms. Humans contain about 10 trillion (10<sup>13</sup>) cells.

# ABOUT NUTRICELLULA

NutriCellula, Inc. is a nutraceutical, development and marketing company. We conduct our business through three operating divisions: the online retail division, the wholesale online and retail division, and the services division.

## **About the Retail Division**

Through our online retail division, we sell the Patented Sexual Herbal Formulation brands Mighty Pill, Male Enhancement, Female Formulation, and Gay Pill on individual websites. In 2013 we plan to introduce six additional specialty supplements for Blood Sugar Management, Liver Detoxification, Pain Management, Skin Health, Vision, Weight Management, and 100 products under our proprietary VitaPerks brand and an online shop at [www.vitaperks.com](http://www.vitaperks.com).

## **About the Wholesale Division**

Through our wholesale division, we research, develop, design, distribute and sell nutritional supplements to online retailers, mass merchandisers, specialty and department stores, retailers, national and regional chains and direct mail catalog marketers. Current products include the Mighty Pill, Male Enhancement, Female Formulation, and Gay Pill Patented Herbal Formulation.

## **About the Services Division**

We offer a suite of services to health and nutrition companies.

- Research
- Ingredients
- Development & Production
- Media & Lead Generation
- Websites & Facebook System
- Technology & Marketing
- Distribution & Fulfillment
- Call Center & Sales

# OVERVIEW

- NutriCellula, Inc. is a nutraceutical development and marketing company whose mission is build partnerships with scientists, researchers, formulators, manufacturers, and professionals in the nutritional and supplement industry to benefit the global community and distribute quality products that deliver genuine health-enhancing benefits.
- Nutraceuticals help maintain and support good health, good body function and a healthy lifestyle. The global nutraceuticals product market is primarily categorized on the basis of functional food, functional beverages and dietary supplements.
- NutriCellula sources its botanical supplements from all over the world. It utilizes two manufacturing facilities in the US and one research facility in Italy.
- NutriCellula has a global strategy for product manufacturing, marketing, fulfillment, banking and merchant processing.
- The management team is comprised of industry expertise in the development of scientifically researched nutritional supplements, next generation software technologies, consumer retail and direct marketing, online and offline marketing channels, banking and merchant processing technologies.
- Current team manages hundreds of websites that generate thousands of leads a week for products and services in addition to developing new software technologies, marketing platforms, social media systems to optimize, marketing, sales, merchant processing and ROI .

# SERVICES

## Research



## Ingredients



## Development & Production



## Media & Leads



## Websites & Facebook



## Technology & Marketing



## Distribution & Fulfillment



## Call Center



# HIGHLIGHTS AND MILESTONES

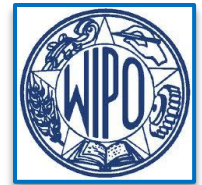
- NutriCellula has negotiated a license to manufacture and distribute a patented proprietary blend of botanical ingredients for the treatment of male and female sexual impotence from Indena, the global leader in botanical research and ingredients.
- The company will be doing a soft launch of four sexual enhancement supplement brands in November 2012 – Mighty Pill, Female Formulation, Male Enhancement, and Gay Pill.
- Manufacturing Agreement has been signed with the largest nutritional supplement contract manufacturer in the United States.
- Developing six specialty supplements for Blood/Glucose Management , Skin , Liver Support, Pain/Inflammation , Vision , Weight Management supplement categories that will be launched one a month in 2013.
- Developing 100 supplements under the VitaPerks brand that will be launched in April 2013.
- Launch the VitaPerks website in April 2013 that will market NutriCellula specialty supplements, the VitaPerks supplements, and be a marketing channel for health and nutrition products and services.





# LAUNCH STRATEGY AND COMPETITIVE EDGE

- The initial supplements NutriCellula will be marketing provide a strategic and competitive edge in the supplement market place.
- NutriCellula will employ a multi-channel strategy and unique business model to launch their nutritional supplements into the online and retail marketplace.
- The model is comprised of utilizing a revolutionary patented supplement formula, multiple distinct brands with a cost effective financial strategy for product manufacturing, retail and online marketing, fulfillment, and merchant processing.
- The nutraceutical supplements are targeted to the \$14 billion male and female sexual dysfunction market.
- The supplements are developed with a patented formula (U.S. Patent # 7,438,934 formula licensed by NutriCellula that has been clinically tested, and published in university, government, and industry periodicals.
- The formula was developed by scientists at a world leading company in the identification, development and production of active principles derived from plants, for use in the pharmaceutical, health food and cosmetics industries.
- The formula is Patented in over 40 countries filed with the World Intellectual Property Organization located in Geneva, Switzerland.
- The pharmaceutical grade supplements are produced in a NPA Good Manufacturing Practice (GMP), “A” Rated, and FDA Compliant facility.



# NUTRICELLULA'S SUPPLEMENT CATEGORIES

- NutriCellula has eight specialty product lines they will offer in 2012 -2013
- 2012 - Male Sexual Health – Male Enhancement, Mighty Pill, Gay Pill
- 2012 - Female Sexual Health – Female Formulation, Gay Pill
- 2012 - Anti-Aging, Energy & Sports Performance - Mighty Pill
- 2013 - Pain Management & Inflammation
- 2013 - Skin Health
- 2013 - Liver Detoxification
- 2013 - Blood Sugar Management
- 2013 - Vision
- 2013 - Weight Management

# NUTRICELLULA TEAM

Brad Turner, CEO

Scott Wiseman, Chief Technology Officer

Mark Heninger, VP Marketing & Social Media Technology

Adam Krim, VP Strategy, Business Development

Antoinette Caserta, VP Digital Marketing

Sachin Shah, Vice President, Software Development

India Marketing Team

Vishal Shah, Senior Software Programmer

Dhaval Soni, Director of Network Operations

Hiren Shah, Design and Programming

# COMPANY ADVISORS, PARTNERS & VENDORS

**Accounting**, Peter Leonard, Accountant, Tax Attorney

**Banking**, Wells Fargo, Francisco Ramirez

**Bookkeeping**, Sadia Benkirane

## **Design**

- Creative Director, Mark Heninger
- Project Manager, Antoinette Caserta
- Logos, Website, Dennis Eliezer Bueno

**Financial Public Relations**, Greg McAndrews, McAndrews and Associates

## **Fulfillment**

- Bottles, Jakki Buonaiuto, Fulfillment Plus
- Samples, David Glickman, Apex Global Fulfillment
- Retail Cards, Sharla Hughes, WePackItAll

**Ingredients**, Greg Ris, Indena

## **Insurance**

- Dave Simmermacher, Tutton Insurance
- Dick Griffin, Grifcon Enterprises, Inc.

**Labels** (Barcode, Nutritional, Packaging, QR, UPC) Phil Peretz, Nationwide Barcode

## **Legal**

- Corporate, John Case, Law Offices of John Case
- Internet, Advertising, Claim Substantiation, Brian M. Wishnow, Amin Talati, LLC
- Supplement Compliance, Anthony L. Young, Kleinfeld, Kaplan and Becker, LLP
- Trademarks, Mark Giarratana, McCarter English

**Manufacturing**, Oscar Ramjeet, Natures Value, Rajeeesh

## **Marketing**

- Affiliate Marketing, Adam Krim
- Retail, David Kuff
- SEO, Scott Wiseman
- Social Media, Mark Heninger

## **Packaging**

- Bottles, Bob K, Formulations For Life
- Samples, Larry Sayage, Brand Packaging
- Samples, Tom Lyman, Mercial
- Samples, Retail, Sharla Hughes, Sales Manager, WePackItAll

## **Printing**

- Labels, Marcela McCaffrey, New York Label
- Samples, Retail Display, Lori Robinson, Chromatic/Logic

**Public Relations**, David Kuff

## **Technology Marketing Platform Partners**

- 11 amps, Inc
- AlignNet, Inc.
- Ifbyphone
- Mizutech
- Optawise, Inc.
- Rackspace
- SendGrid
- VICIdial
- VoiceBlaze
- vtiger CRM
- Mobile Payment
- Word Press

# FINANCIAL SUMMARY

Year	2013	2014	2015	2016	2017
Monthly Growth Rate	20.00%	4.00%	3.00%	2.00%	1.00%
Annual Unit Total	79161	232217	347781	464052	551060

Year	2013		2014		2015		2016		2017	
	Wholesale	Direct	Wholesale	Direct	Wholesale	Direct	Wholesale	Direct	Wholesale	Direct
No. of Bottles Sold	39581	39581	116109	116109	173890	173890	232026	232026	275530	275530
Products Sold	\$25.00	\$50.00	\$25.00	\$50.00	\$25.00	\$50.00	\$25.00	\$50.00	\$25.00	\$50.00
Total Sales Revenue by Division	\$989,512.56	\$1,979,025.11	\$2,902,717.80	\$5,805,435.60	\$4,347,259.03	\$8,694,518.07	\$5,800,655.92	\$11,601,311.85	\$6,888,249.86	\$13,776,499.73
<b>Total Sales Revenue</b>	<b>\$2,968,537.67</b>		<b>\$8,708,153.40</b>		<b>\$13,041,777.10</b>		<b>\$17,401,967.77</b>		<b>\$20,664,749.59</b>	

Sales Revenue		\$989,512.56	\$1,979,025.11	\$2,902,717.80	\$5,805,435.60	\$4,347,259.03	\$8,694,518.07	\$5,800,655.92	\$11,601,311.85	\$6,888,249.86	\$13,776,499.73
Less: Cost of product (\$10)	\$10	\$395,805.02	\$395,805.02	\$1,161,087.12	\$1,161,087.12	\$1,738,903.61	\$1,738,903.61	\$2,320,262.37	\$2,320,262.37	\$2,755,299.95	\$2,755,299.95
Gross Profit by Division		\$593,707.53	\$1,583,220.09	\$1,741,630.68	\$4,644,348.48	\$2,608,355.42	\$6,955,614.45	\$3,480,393.55	\$9,281,049.48	\$4,132,949.92	\$11,021,199.78
<b>Gross Profit (Company)</b>		<b>\$2,176,927.62</b>		<b>\$6,385,979.16</b>		<b>\$9,563,969.87</b>		<b>\$12,761,443.03</b>		<b>\$15,154,149.70</b>	
Less: Operating Expenses (25% of Sales)	25%	\$247,378.14	\$494,756.28	\$725,679.45	\$1,451,358.90	\$1,086,814.76	\$2,173,629.52	\$1,450,163.98	\$2,900,327.96	\$1,722,062.47	\$3,444,124.93
Less: Simple Interest	12%	120000	120000	120000	120000	120000	120000	120000	120000	120000	120000
Operating Profit		\$226,329.39	\$968,463.81	\$895,951.23	\$3,072,989.58	\$1,401,540.66	\$4,661,984.94	\$1,910,229.57	\$6,260,721.52	\$2,290,887.45	\$7,457,074.85
Less: Taxes	40%	\$90,531.76	\$387,385.52	\$358,380.49	\$1,229,195.83	\$560,616.26	\$1,864,793.97	\$764,091.83	\$2,504,288.61	\$916,354.98	\$2,982,829.94
Net Profit by Division		\$135,797.64	\$581,078.29	\$537,570.74	\$1,843,793.75	\$840,924.40	\$2,797,190.96	\$1,146,137.74	\$3,756,432.91	\$1,374,532.47	\$4,474,244.91
Net Profit Margin by Division		14%	29%	19%	32%	19%	32%	20%	32%	20%	32%
<b>Net Profit (Company)</b>		<b>\$716,875.92</b>		<b>\$2,381,364.49</b>		<b>\$3,638,115.36</b>		<b>\$4,902,570.65</b>		<b>\$5,848,777.38</b>	

# INVESTMENT INFORMATION

**The company seeks to raise \$1,000,000 in working capital from institutional or individual investors.**

**NutriCellula, Inc. is offering investors three options to invest in the company:**

- Option “A” : Equity investment in common shares of stock in current \$1,000,000 Private Placement equal to 10% of company
- Option “B”: One-Year 8% Interest Promissory Note, 5% Preferred Return, Convertible Feature
- Option “C”: One–Year 10% Interest Promissory Note (state exceptions)

**Minimum Investment \$25,000**

**Note Consists of:**

- Quarterly Payments
- Convertibility option to Purchase Shares in private offering at 25% discount of share offering price
- One Warrant to Purchase an Additional Share

**Use of Funds:** Working capital to see company through the point of profitability.

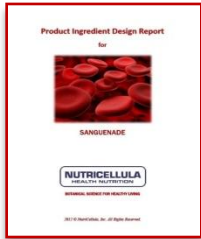
**Additional Financing:** \$5 million round of financing 3<sup>rd</sup> quarter 2013.

# THE NUTRICELLULA PROCESS

- **STEP 1** – Our process starts with Market Research to analyze the greatest financial opportunities
- **STEP 2** - Research and analyze the highest quality ingredients for the opportunities we select
- **STEP 3** – Product Branding, Design, Legal Compliance
- **STEP 4** – Technology Platforms and Systems
- **STEP 5** – Marketing Channels and Product Fulfillment

# THE NUTRICELLULA PROCESS

## 1 RESEARCH



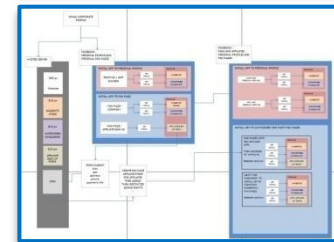
## 2 INGREDIENTS



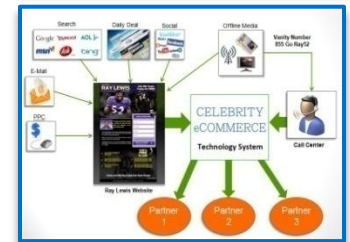
## 3 PRODUCTS/ LEGAL



## 4 TECHNOLOG



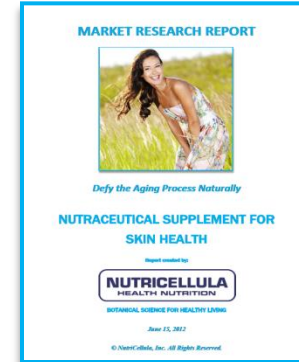
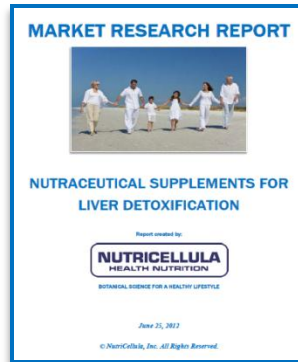
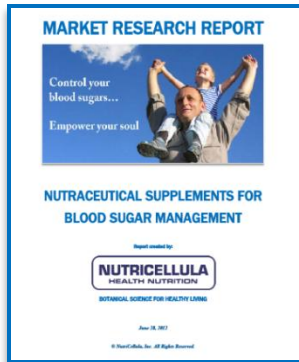
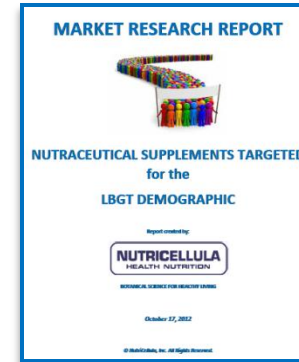
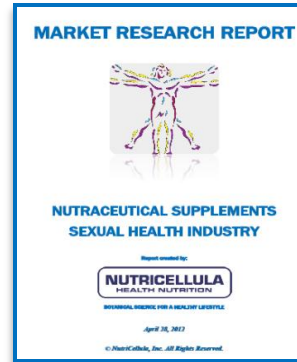
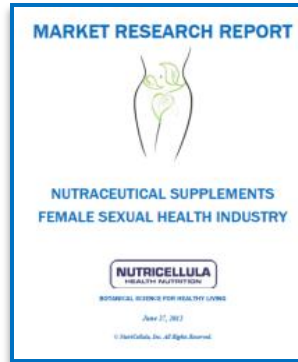
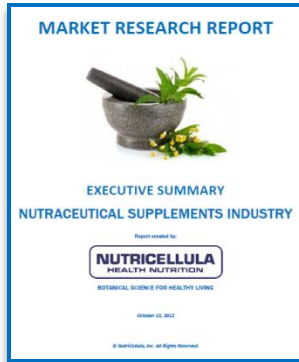
## 5 MARKETING/ FULFILLMEN





# Step 1

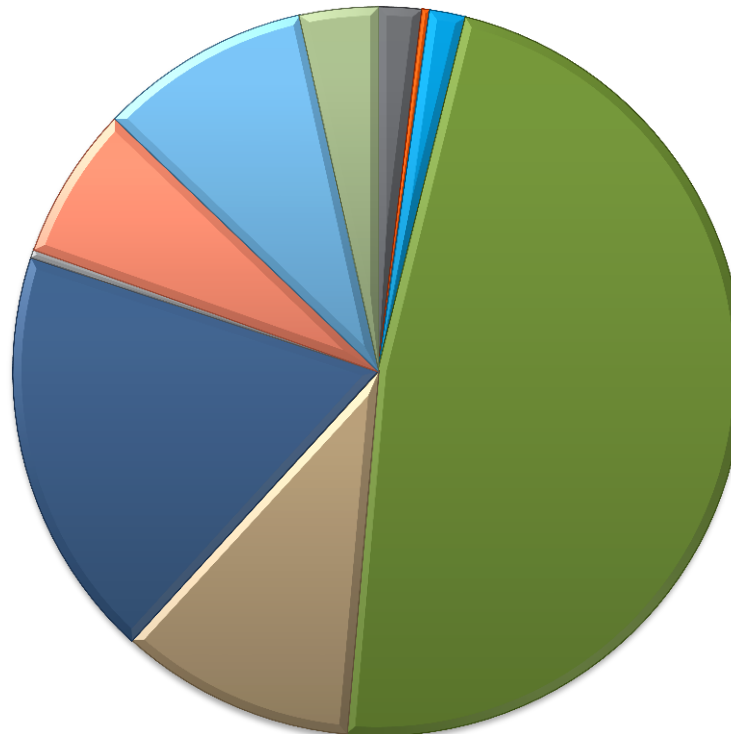
# OUR PROCESS STARTS WITH MARKET RESEARCH TO ANALYZE THE GREATEST FINANCIAL OPPORTUNITIES



# Step 1

## MARKET OPPORTUNITY PER CATEGORY

- The market potential for the targeted supplement categories we have selected to be **\$478.3 billion dollars.**



- Male Sexual Health
- Female Sexual Health
- Energy & Sports Performance
- Anti-Aging
- Pain Mgt. & Inflammation
- Skin Health
- Liver Detoxification
- Blood Sugar Mgt.
- Vision

## Step 1

# CURRENT STATE OF THE INDUSTRY



- The U.S. Dietary Food Supplement industry posted 4.4% growth in 2010 to reach \$28.1 billion in consumer sales according to Nutritional Business Journal estimates.
- According to the Transparency Market Research report, "*Nutraceuticals Product Market: Global Market Size, Segment and Country Analysis & Forecasts (2007-2017)*", the global nutraceutical product market reached USD 142.1 billion in 2011 and is expected to reach USD 204.8 billion by 2017, growing at the compound annual growth rate (CAGR) of 6.3% from 2012 to 2017.

# Step 1 SUPPLEMENT CATEGORIES MARKET POTENTIAL

**1. Male Enhancement/Erectile Dysfunction** - According to the Massachusetts Male Aging Study [MMAS], erectile dysfunction affects an estimated 52 percent of men between the ages of 40 and 70 which equates to 30 million men in the U.S.

**2. Female Sexual Enhancement**- According to the Journal of the American Medical Association, more than 43% of American women (about 40 million) experience some form of sexual disorder.

**3. Energy Supplements** - Scientifically formulated to provide an incredible energy boost for those who lead active lifestyles.

**4. Anti-Aging**- People 65+ represented 12.4% of the population in the year 2000 but are expected to grow to be 19% of the population by 2030.

**5. Pain Management & Inflammation** - includes treatments for a wide range of conditions including postoperative pain, cancer pain, arthritis pain, migraine pain, neuropathic pain, and back pain.

**6. Skin Health** - Maintain and improving proper skin health starts with healthy diet. Over 50% of aging process can be effectively prevented by diet and dietary supplements.

**7. Liver Support** - According to the Center of Disease Control and Prevention, more than one-third of U.S. adults (35.7%) are obese. Approximately one in every six adults—16.3% of the U.S. adult population—has high total cholesterol.

**8. Blood Sugar Management** - According the American Diabetes Association, 25.8 million children and adults in the United States—8.3% of the population have diabetes.

**9. Vision** - Millions of people suffer from fatigue, dryness, blurred vision headaches, eyestrain, and even neck or shoulder pain without realizing the cause.

**10. Weight Management** - According to the Center of Disease Control and Prevention, more than one-third of U.S. adults (35.7%) are obese.

**Pharmaceutical**- The top 3 companies will see a 74% increase in sales to U.S. \$6.6 billion by 2012. **Natural**- Natural Male Enhancement supplement industry nets over \$5 billion in revenue per year with a profit of over \$900 million.

\$2 Billion market for female sexual enhancement industry to treat female sexual dysfunction.

Market research firm, Packaged Facts, also projects that the energy supplement market will reach \$9.3 billion by 2011.

The global market for anti-aging products and services was worth \$162.2 billion in 2008.

The U.S. market for pain-management therapeutics is estimated to generate more than \$40 billion and is predicted to grow to \$60 billion by 2015.

This skin care industry is expected to generate \$105.4 billion in 2013. Europe and the U.S. are the biggest markets of the industry, accounting for over 50% of global skin care sales.

The global market for cholesterol and other cardiovascular testing is forecast to cross 2.3 billion units by the year 2015. Health care costs for obesity in the U.S. surpass \$27 billion per year.

The worldwide sales for Blood Sugar Management testing products climbed to \$8.8 billion.

According to Prevent Blindness America, the total economic burden of eye diseases in the U.S. is \$51.4 billion annually.

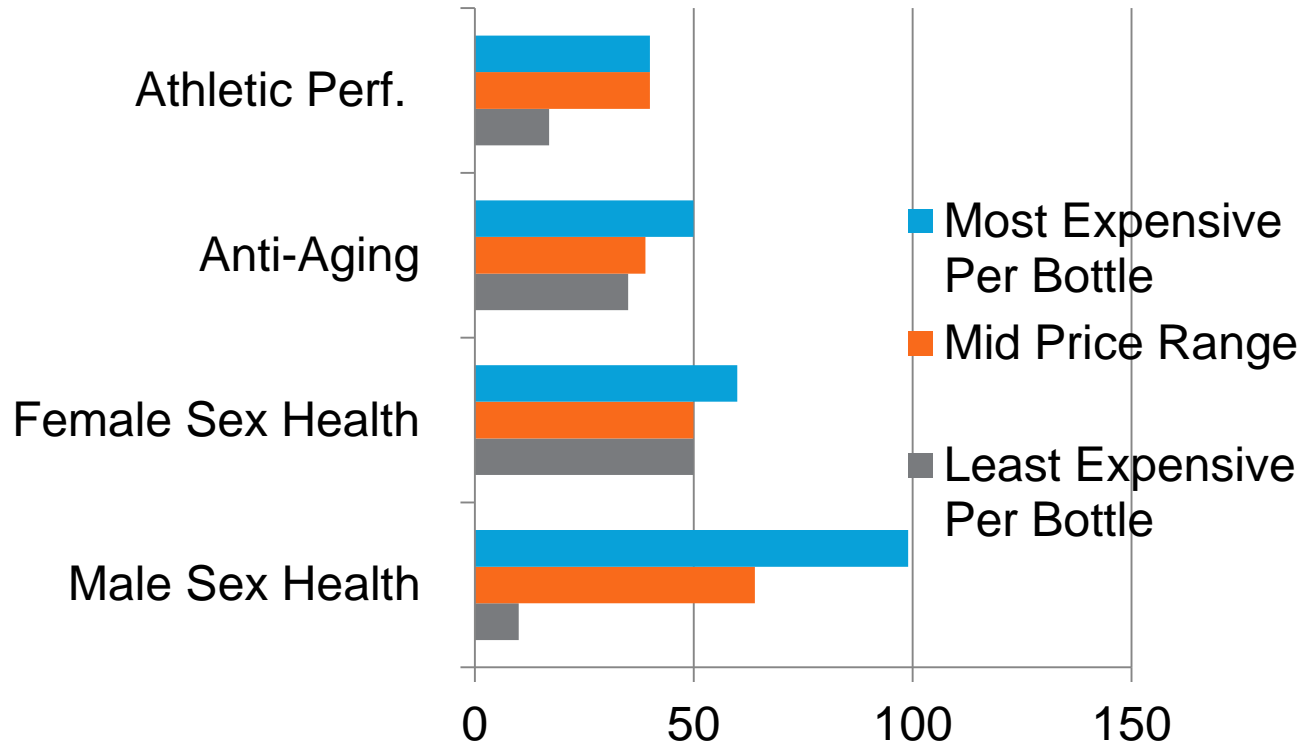
The annual revenue of the U.S. weight-loss industry, including diet books, diet drugs and weight-loss surgeries is \$20 Billion. Health care costs for obesity in the U.S. surpass \$27 billion per year

# Step 1 LGBT MARKET SEGMENT OPPORTUNITY

- Decades after invisibility and reaching critical mass, a breakthrough July 1991 article in the conservative Wall Street Journal called the lesbian and gay community "*a dream market.*" Today, the American market is estimated to be valued at \$845 billion.
- Witeck-Combs and Packaged Facts estimated the American gay, lesbian and bisexual market size at 16 million people (benchmarked at 7% of the adult U.S. population, 16 million individuals over the age of 18), with the buying power of \$845 billion. Not counting the statistical overlap of race and sexuality, that makes the lesbian and gay group larger than the Asian-American population of 12 million (\$344 billion in buying power), but smaller than the African-American population of 36 million (\$688 billion), and the Hispanic population of 41 million (\$653 billion). The data for African-American, Hispanic and Asian-American populations are based on U.S. Census data as well as analysis released recently by the University of Georgia's Selig Center. Witeck-Combs/Packaged Facts found that average income for gay and lesbian individuals is \$46,000, and discretionary income is \$40,000 (86% of total).
- There is no question that LGBT segment skews both affluent and influential. In addition, many of its number are early adopters – 26% of gays and lesbians claim to be the first to know about new products and services (compared to 18% of the general population). They are influencers – 60% say others often ask them for advice (vs. 34% of the public).

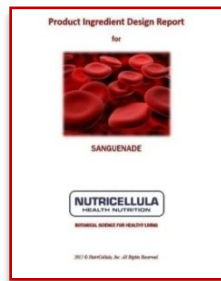
# Step 1

## COMPETITIVE MARKET ANALYSIS

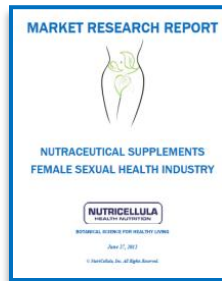


# Step 2 RESEARCH AND ANALYZE THE HIGHEST QUALITY INGREDIENTS FOR THE OPPORTUNITIES WE SELECT

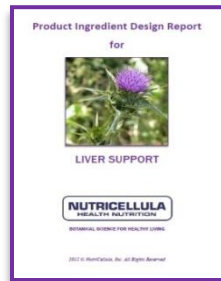
## PRODUCT INGREDIENT DESIGN REPORTS



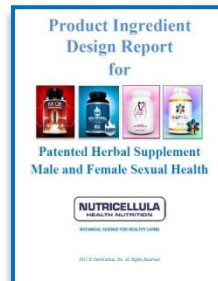
BLOOD



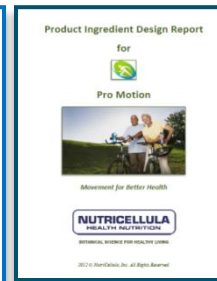
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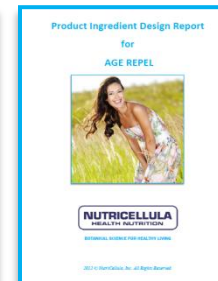
LIVER



SEXUAL



PAIN



SKIN



VISION



WEIGHT



PRODUCT  
COMPILATIO  
N  
REPORT

# Step 3 PRODUCT BRANDING, DESIGN, LEGAL COMPLIANCE



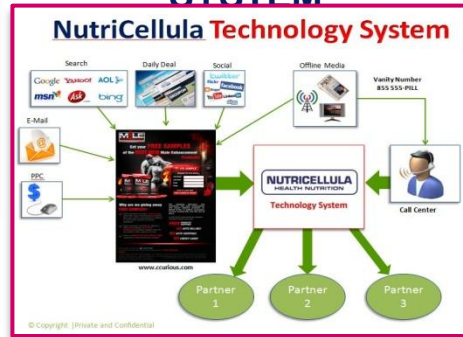


# Step 4 TECHNOLOGY AND MARKETING PLATFORMS

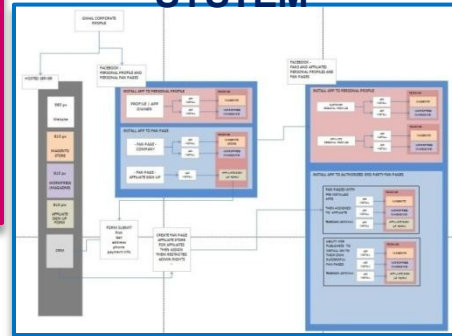
## CELEBRITY eCOMMERCE



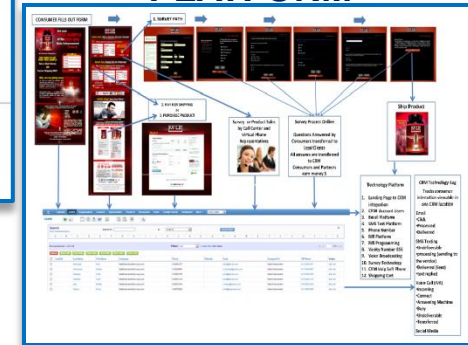
## TECHNOLOGY SYSTEM



## FACEBOOK MARKETING SYSTEM



## CRM TECHNOLOGY PLATFORM



## Step 4

## TECHNOLOGY PARTNERS



# Step 5

# MARKETING

## Marketing Channels

### Affiliate Marketing



**E-Mail** **Events** **Display**

**Daily Deal** **Public Relation**

**OFFLINE** **PPC** **Social**

**Search** **Telemarketing**

## Consumers See

•Ads



## Consumer Action

- Call
- Fill out form
- Take Survey

**Toll Free Number**

**855 606 - PILL Landing Page**



**Facebook Page**



## Consumers Interaction with Technology System

### Technology System

1. Affiliate Tracking
2. CRM
3. Email Platform
4. Live Streaming
5. IVR
6. SMS Text Platform
7. Vanity Number
8. Voice Broadcasting
9. Voip Phone
10. Website Hosting

## Consumers Directed To:

### Website



## Generate Calls to Call Center



# Step 5

# ONLINE AND RETAIL DISTRIBUTION



amazon.com

ebay

Google Store

pronto

pricegrabber  
Smart Shopping Anytime Anywhere

Shopping.com

shopzilla

YAHOO! SHOPPING

e vitamins  
Over 1 Million Orders Shipped.

GNC  
LIVE WELL.

iHerb.com

Lucky Vitamin .com

Nature Made.

Puritan's Pride  
The #1 Direct-To-You Vitamin Manufacturer For Over 50 Years

SWANSON  
Health Products  
swansonvitamins.com

Vitacost  
take the cost out of healthy living

theVitamin Shoppe.

CVS.com

CVS  
pharmacy

drugstore.com  
the uncommon drugstore

RITE  
AID

Sears

Walgreens

dailydeals

GROUPON

livingsocial

spreebird  
deals

DEAL yipit

## Step 5

# FULFILLMENT



- Experience in online ordering systems connected to web development.
- Full database and integration capabilities, including ecommerce development.
- Pre-established relationships with major carriers, enabling successful and cost-effective solutions.
- Logistics: receiving, warehousing, packaging, and shipping.
- Administration: Insurance, labor, taxes, square footage costs and equipment are all managed.
- Shipping methods that can help make shipping and handling a profit center rather than a liability.
- Cost structure enables simple per-piece budgeting.
- Located in a geographical region with a low cost of living and a high employee work ethic.
- Warehouses are strategically located within a few hours' drive of some of the largest population centers in the United States and Canada. Global shipping to 45 countries.
- 24 Hour Turnaround. 24 Hour Support.

# NUTRITIONAL SUPPLEMENT EXPERIENCE

Manufacturing & Production

Ingredients

Manufacturing

Legal Compliance

Insurance

# MANUFACTURING & PRODUCTION

## Botanical Medicine & Plant

### Extractions

- Botanical Medicine is the study and use of medicinal properties of plants and plant extracts. The scope of herbal medicine is sometimes extended to include fungal and bee products, as well as minerals, shells and certain animal parts.
- Pharmacognosy is the study of medicines derived from natural sources. The natural materials or active constituents are taken or extracted from plants and other natural sources to make medicines that treat a variety of ailments.

### Standardization of Botanical

### Extracts

- Natural products in various forms have been used since immemorial time for the treatment of pathological conditions or for health benefits all over the world.
- In Western countries where the modern system of medicine is comprised of crude extracts to create pharmaceutical grade drugs, plant derived compounds constitute only 25% of the existing drugs in the marketplace.



# HIGHEST QUALITY INGREDIENTS



- Indena is the world's leading company in the identification, development and production of active principles derived from plants, for use in the pharmaceutical, health food and cosmetics industries.
- It is a privately owned Italian company with 800 employees and has cultivation, manufacturing, and sales in more than 70 countries throughout the world.
- The key to Indena's success is its research, covering: the screening of medicinal plants for pharmacological benefits; the identification of new active principles; the development of cutting-edge extraction and purification systems for industrial applications.
- Phyto-chemical research is carried out in Indena's own Research Center in Settala, Italy.
- Indena also co-operates with the world's most prestigious universities and private research institutes in the biological assessment of the safety and effectiveness of its products up to clinical phase I/II.



# MANUFACTURING CAPABILITIES



NutriCellula partnered with Nature's Value, one of the world's premier nutritional supplement manufacturers producing the finest quality supplements for over 15 years. The highly skilled management team provides over a hundred years of combined knowledge, experience, and expertise in production of nutritional supplements.

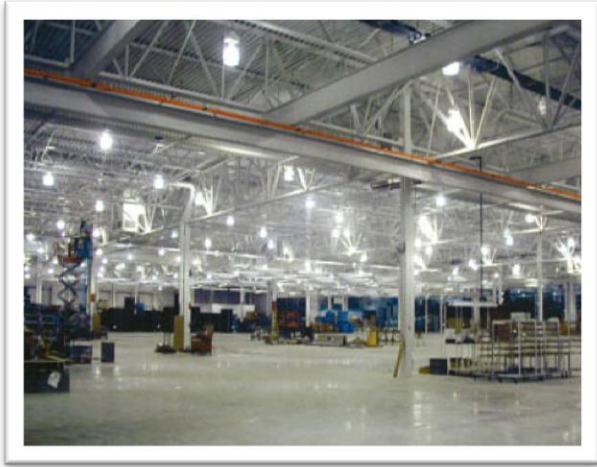
- Manufacturing Capabilities
- A state-of-the-art, 225,000 square foot, climate controlled facility located on Long Island, NY, houses the manufacturing operations.
- Knowledge, ability, and physical capacity to handle all production needs.
- Facility is a NPA GMP "A" Rated and FDA Compliant. QA/QC team currently has 36 members (over 10% of entire manufacturing facility) and continually assess and refine quality programs as needed to utilize ever changing technologies.
- Approved to manufacture for the following countries 13 countries.

# MANUFACTURING CAPABILITIES CONTINUED



- Product development specialists work to develop product concept and transform it into the working manufacturing formula that provides maximum benefits taking into account units required per dose, taste, color, size and other variables. It is the clearinghouse for ingredient data including the specifications, dietary certifications, allergen content, and clinical research. There is over 3,000 dietary ingredients stocked in the warehouse, providing immediate available ability of a wide range of formulating options.
- With the knowledge of the purchasing department, in-house chemists, and master formulator we will find and be recommended the ingredients that achieve our product goals and at the best price point available.
- We support by regulatory label requirements by supplying all necessary ingredient information including supplement facts panels, nutrient content and allergen statements which meet NLEA, FALCPA and DSHEA labeling laws. Checking label proof against the accepted formula quote for accuracy prior to printing to avoid costly mistakes.

# CURRENT PRODUCTION CAPABILITIES CONTINUED



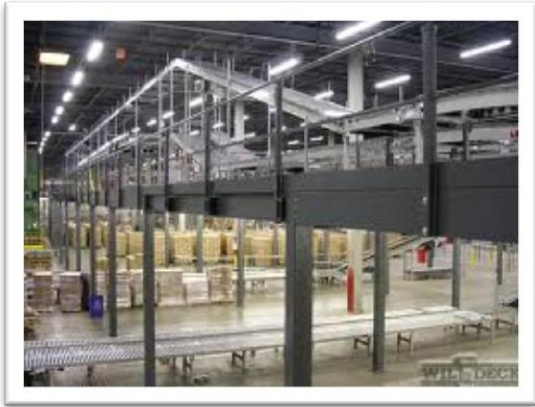
## Blending

- 13 Blender rooms for batch sizes of 35 to 3600 kilos with a blending capacity of approximately 500.000 kilos weekly
- 24 million kilos annually
- 31 Capsule rooms, with production capabilities of over 4 billion capsules annually
- 34 Tablet rooms, with production capabilities of over 10 billion tablets annually

## Tableting

- 25 tablet presses with a capacity of 30 million tablets daily

# CURRENT PRODUCTION CAPABILITIES

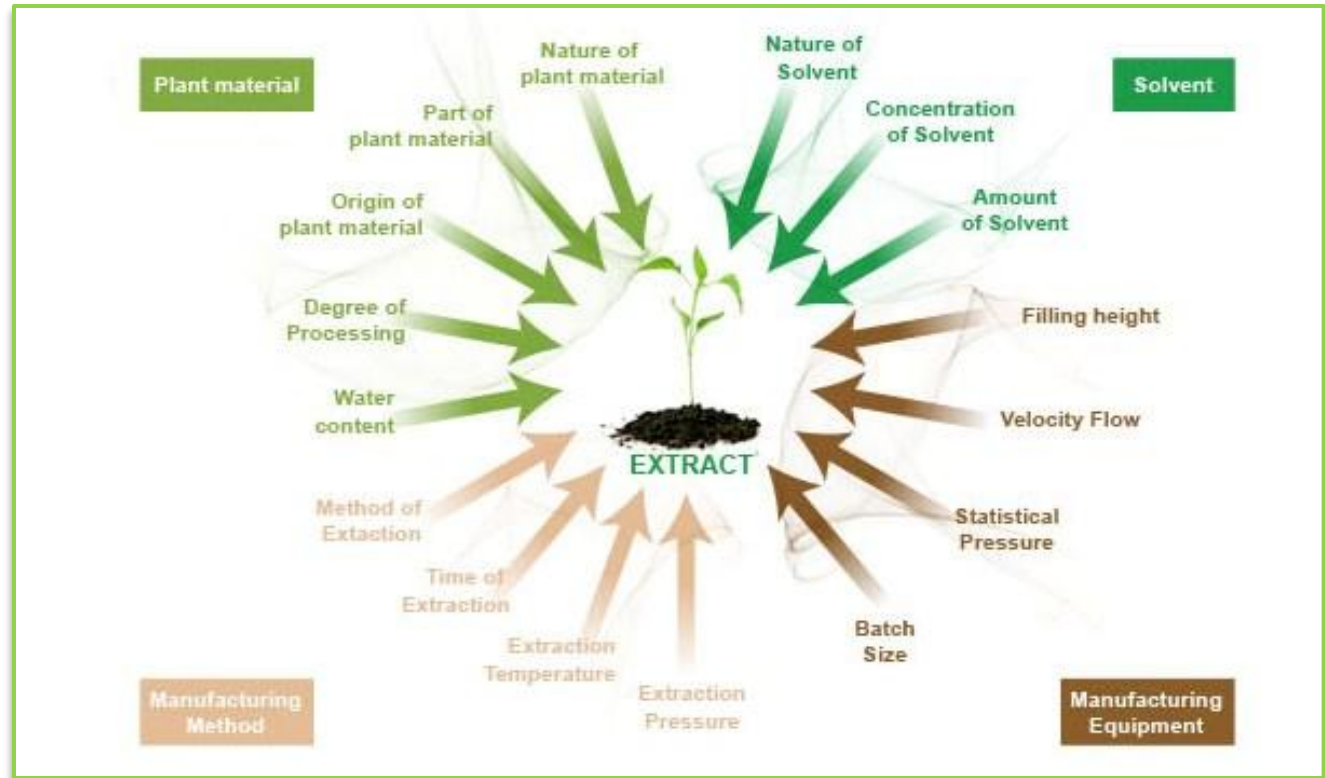


225,000 square foot facility that is climate controlled with on-site 3000 sq ft lab facility encompassing:

- HPLC (High Performance Liquid Chromatography)
- UPLC (Ultra Performance Liquid Chromatography)
- FT-IR Spectrometer
- Gas Chromatography
- ICP-MS
- ICP-OES
- Moisture Analysis
- Dissolution
- Stability Chamber
- Micro (e-coli, salmonella, molds, plate count)
- GC Mass Spec for testing Pesticides
- 36 member team representing Quality Assurance and Quality Control

# VARIABLES MANAGED FOR THE PREPARATION OF A STANDARDIZED EXTRACT

As far as the standardization of extracts is concerned, the aim has to be the reproducibility of all the chemical components contained in an extract. An extract normally contains several classes of substances, some of which are active principles, whilst others can be their natural vehicles or they are inert substances.



# GOOD AGRICULTURAL PRACTICES (GAP) BY FOOD & AGRICULTURAL ORGANIZATION OF THE UNITED NATIONS



- Good Agricultural Practices are a collection of principles to apply for on-farm production and post-production processes, resulting in safe and healthy food and non-food agricultural products, while taking into account economical, social and environmental sustainability.
- GAPs may be applied to a wide range of farming systems and at different scales. They are applied through sustainable agricultural methods, such as integrated pest management, integrated fertilizer management and conservation agriculture.

# 4 PRINCIPLES OF GAP



- 1. Economically and efficiently produce sufficient food security, food safety and nutritious food quality;**
- 2. Sustain and enhance natural resources;**
- 3. Maintain viable farming enterprises and contribute to sustainable livelihoods;**
- 4. Meet cultural and social demands of society.**

# GOOD MANUFACTURING PRACTICE (GMP)



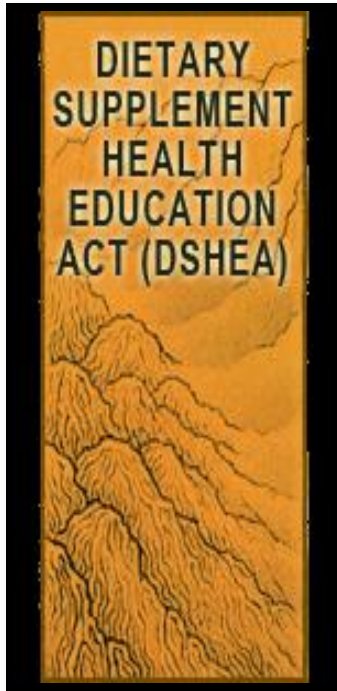
- GMP is guidance that outlines the aspects of production and testing that can impact the quality of a product.
- Many countries have legislated that pharmaceutical and medical device companies must follow GMP procedures.
- The companies must create their own GMP guidelines that correspond with each country's legislation.
- Basic concepts of all of these guidelines remain more or less similar to the ultimate goals of safeguarding the health of the patient as well as producing good quality medicine, medical devices or active pharmaceutical products.
- Complying with GMP is a mandatory aspect in pharmaceutical manufacturing.



# BASIC PRINCIPLES OF GMP GUIDELINES

- Manufacturing processes are clearly defined and controlled. All critical processes are validated to ensure consistency and compliance with specifications.
- Manufacturing processes are controlled, and any changes to the process are evaluated. Changes that have an impact on the quality of the drug are validated as necessary.
- Instructions and procedures are written in clear and unambiguous language.
- Operators are trained to carry out and document procedures.
- Records are made, manually or by instruments, during manufacture that demonstrate that all the steps required by the defined procedures and instructions were in fact taken and that the quantity and quality of the drug was as expected. Deviations are investigated and documented.
- Records of manufacture including distribution that enable the complete history of a batch to be traced are retained in a comprehensible and accessible form.
- The distribution of the drugs minimizes any risk to their quality.
- A system is available for recalling any batch of drug from sale or supply.

# DIETARY SUPPLEMENT HEALTH & EDUCATION ACT (DSHEA)



- FDA regulates both finished dietary supplement products and ingredients under a different set of regulations than those covering "conventional" foods and drug products (prescription and Over-the-Counter).
- Under the Dietary Supplement Health and Education Act of 1994 (DSHEA), the dietary supplement or dietary ingredient manufacturer is responsible for ensuring that a dietary supplement or ingredient is safe before it is marketed.
- FDA is responsible for taking action against any unsafe dietary supplement product after it reaches the market.
- Generally, manufacturers do not need to register their products with FDA nor get FDA approval before producing or selling dietary supplements.
- Yet, manufacturers must make sure that product label information is truthful and not misleading.

# LEGAL COMPLIANCE

- The United States Patent and Trademark office is an agency of the United States Department of Commerce.
- A patent is a grant made by a government that confers upon the creator of an invention the sole right to make, use, and sell that invention for a set period of time.
- The formula is patented in 42 countries and filed with the World Intellectual Property Organization located in Geneva, Switzerland.
- The pharmaceutical grade supplements are produced in a NPA Good Manufacturing Practice (GMP), "A" Rated, and FDA Compliant facility.
- In the US the product is covered by DSHEA (Dietary Supplement Health and Education Act) and does not need FDA approval.
- FDA regulates both finished dietary supplement products and dietary ingredients under a different set of regulations than those covering "conventional" foods and drug products (prescription and Over-the-Counter).
- Under the Dietary Supplement Health and Education Act of 1994 (DSHEA), the dietary supplement or dietary ingredient manufacturer is responsible for ensuring that a dietary supplement or ingredient is safe before it is marketed.

# INSURANCE

- Insurance programs are designed specifically for the dietary supplement industry to include the most comprehensive coverage and competitive pricing. Programs can be written to insure any dietary supplement ingredient that is legal to sell in the United States.
- Grifcon Enterprises, Inc. is exclusively endorsed by the American Association of Homeopathic Pharmacists, (AAHP) American Herbal Products Association (AHPA), the Natural Products Association (NPA), the United Natural Products Alliance (UNPA) and the American Botanical Council (ABC). In addition, Grifcon Enterprises is an associate member of the Council for Responsible Nutrition (CRN) and Consumer Healthcare Products Association (CHPA). The company is a member of the Consultants Association for the Natural Products Industry (CANI).

# PATENTED SEXUAL SUPPLEMENT FORMULATION

- NutriCellula has obtained a license from Indena to manufacture and distribute a patented supplement formulation developed as a method of treating male and female sexual dysfunction.
- NutriCellula is marketing the patented formulation as a natural nutritional supplement under the brands Mighty Pill, Male Enhancement and Gay Pill for the Erectile Dysfunction and Male Enhancement supplement categories, Female Formulation for female sexual enhancement, and Mighty Pill for the male and female athletic performance and anti-aging markets.
- Three Italian research scientists from Indena are the inventors issued U.S. Patent No. 7,438,934 for developing a method for treating male-female impotence.
- The patent has been assigned to Indena SpA, Milan.

# ONE PATENTED SEXUAL FORMULATION



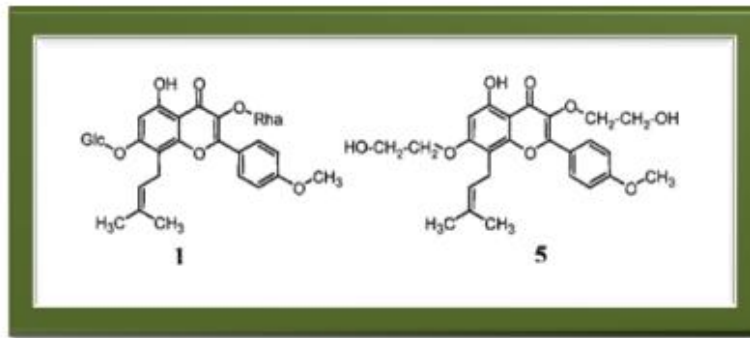
Tribulus Terrestris



Epimedium



Cinnamon Cassia



Patented Proprietary  
Formulation Chemical  
Component Breakdown  
of Tribulus Terrestris,  
Epimedium, and  
Cinnamon Cassia.

# FOUR UNIQUE BRANDS



# US PATENT OFFICE ABSTRACT FOR DESCRIPTION OF INVENTION AND CLAIMS

- The present invention relates to formulations which are useful in the treatment of male and female sexual dysfunctions. A method of treating a male or female sexual dysfunction, comprising administering to a subject in need thereof an effective amount of a composition comprising: an extract of Tribulus terrestris, an extract of Epimedium koreanum, an extract of Cinnamon cassia, and a suitable carrier or excipient, and wherein the extract of Tribulus terrestris, extract of Epimedium koreanum, and extract of Cinnamon cassia are in a weight ratio of 1.5-3.5:1-2:0.1-0.4.
- Medicaments for the treatment of male and female sexual dysfunctions, and especially for the treatment of impotence, erectile dysfunctions, libido disorders, frigidity and anorgasmia. A medicament is a medicine or remedy in a specified formulation that promotes recovery from injury or ailment.
- The mixture of extracts of the invention must be taken chronically, not just immediately before sexual intercourse, although in some individuals the response takes place on the first treatment, within 30 minutes of taking the drug.
- Extracts of Tribulus terrestris, Epimedium koreanum, Cinnamon cassia are known and already used in some types of traditional medicine for similar purposes but no association of them are known, especially in the specific quantitative ratios stated above.
- In particular, Tribulus terrestris extract is known to induce synthesis of testosterone, a hormone responsible for stimulating sexual desire in both men and women; Epimedium koreanum extract, which is rich in prenylated flavonoids, has a vasodilating effect mediated by NO release, so that the extract performs a vasokinetic activity on the arteries and arterioles; and Cinnamon cassia extract indirectly stimulates the libido by acting on the pleasure-related dopamine receptors.
- No Side Effects. Chronic administration of the compositions of the invention does not cause any significant side effects, is well tolerated, and does not alter the delicate hormone balances, especially the androgen/oestrogen balance, which govern major physiological events in men and women such as the andropause and the menopause.
- It has now been found that a combination of extracts of medicinal plants with specific properties, in certain quantity ratios, gives particularly satisfactory therapeutic results in the treatment of male and female sexual dysfunctions.
- However, the therapeutic results obtainable with the compositions of the invention cannot be explained solely on the basis of the activity of each extract; in fact, it has surprisingly been found that when the extracts are associated in quantitative ratios different from those stated above, they remain inactive, and can even aggravate the disorder. A real increase in sexual activity can therefore only be obtained by using the extracts of the various plants in a precise ratio which increases both libido and the blood supply to the genital organs.



# ITALIAN INVENTORS ISSUED PATENT FOR DEVELOPING MALE, FEMALE IMPOTENCE TREATMENT FORMULATIONS



ALEXANDRIA, Va., Oct. 24 -- Ezio Bombardelli, Roberto Seghizzi, Antonella Riva and Paolo Morazzoni, all from Milan, Italy, have developed a method for treating male-female impotence. According to the abstract released by the U.S. Patent & Trademark Office: "Pharmaceutical compositions containing: extracts of *Tribulus terrestris*, *Epimedium koreanum*, Cinnamon cassia in the weight ratio of 1.5-3.5:1-2:0.1-0.4 respectively; and optionally arginine or a physiologically equivalent ester, salt or precursor thereof. The compositions are useful in the treatment of male and female sexual dysfunctions. A method of treatment using the pharmaceutical compositions is also described." The inventors were issued U.S. Patent No. 7,438,934 on Oct. 21. The patent has been assigned to Indena SpA, Milan.

# PATENTED SEXUAL FORMULATION



US Patent granted for the treatment of Male and Female Sexual Dysfunction.

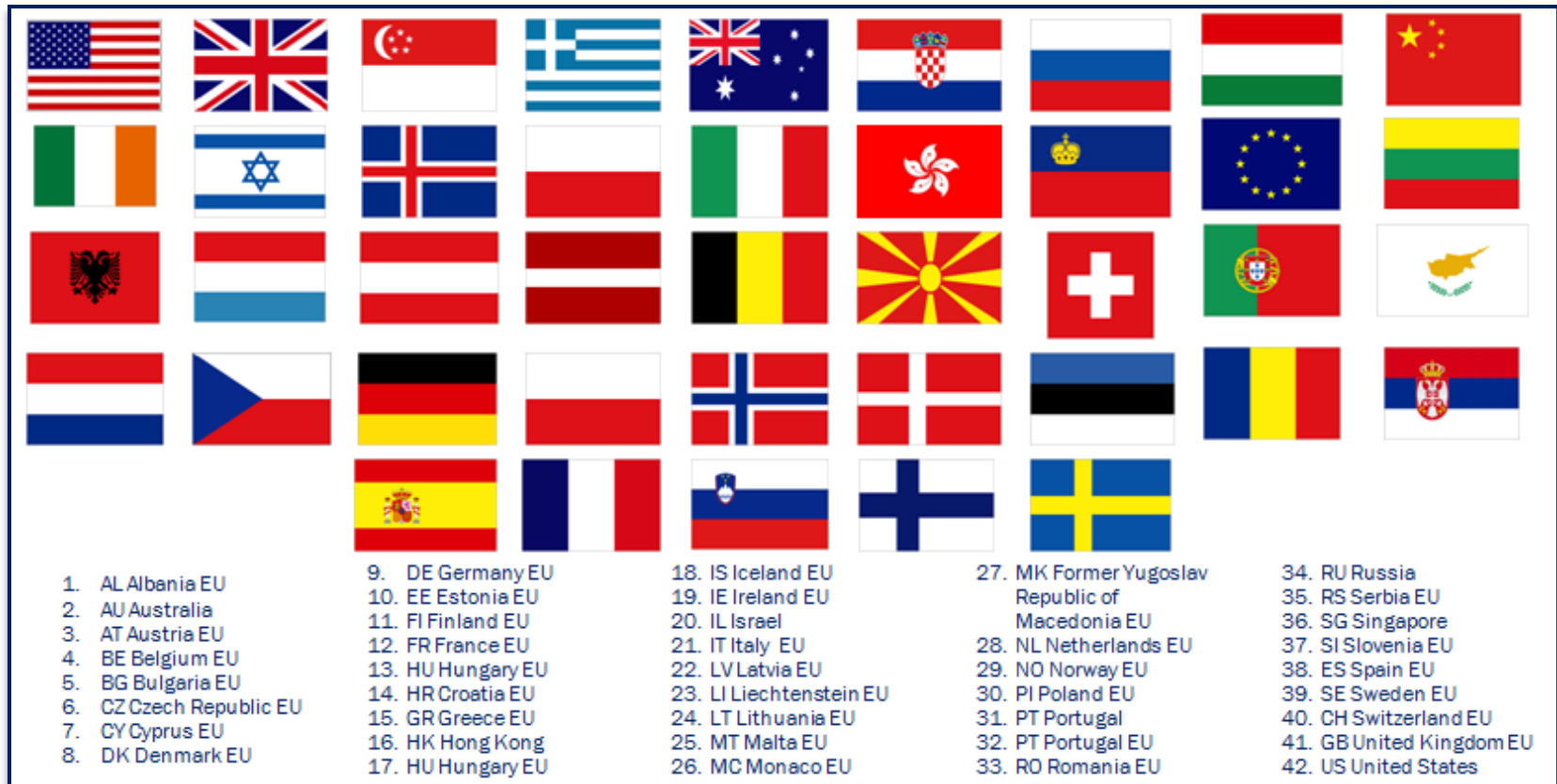
Clinical Trial Report on Therapy Sexual Dysfunction - The University of Pavia is one of the oldest universities in Europe.

Article from the Journal of Natural Products published by American Chemical Society.

World Intellectual Property Organization description of Patented Invention.

Press Release Announcing Patent Being Granted by United States Patent Agency.

# PATENTED IN 42 COUNTRIES



# SEXUAL HEALTH RESEARCH

- **Male Sexual Dysfunction**
- **Supplements for Male Sexual Health**
- **Impact of Ingredients for Sexual Dysfunction**
- **Combination of Natural Ingredients**
- **Female Sexual Health**
- **Female supplement benefits**
- **Impact of Ingredients for Athletic Performance**
- **Impact of Ingredients for Anti-Aging**
- **Supplements for Anti-Aging, Energy & Sports Performance**

# MALE SEXUAL DYSFUNCTION

- Sexual dysfunction is a serious problem affecting 70% of the population age 50 and over.
- The degree of severity varies from case to case but generally includes the lack of libido and erectile dysfunction.
- Since it impacts a large portion of the population age 50 and over, sexual dysfunction is a subject of intense biomedical research.
- Many of the drugs now available to treat sexual dysfunction include the hormones and cardiovascular agents.
- Although the drugs are effective in treating the problem, the side effects from the treatment have many researchers looking for more effective and safer solutions to treat it.
- Numerous products with plant and/or animal base are being studied by modern pharmacology in effort to treat the problem.
- Biochemical studies have illustrated the degree of complexity in the mechanisms associated with sexual activity in penile and clitoral erections, vaginal lubrication, ejaculation and orgasm.
- Mediators such as nitric oxide, adrenergic receptors of the smooth muscle tissue, dopaminergic neurotransmitters, and receptors of other hormones are possible targets of pharmacological treatment of impotence and other sexual dysfunction.



# SUPPLEMENTS FOR MALE SEXUAL HEALTH



- According to the Journal of Natural Products the inability to achieve or maintain an erection for satisfactory sexual function is an increasing problem with a considerable impact on interpersonal relationships and quality of life for most men.
- Sexual dysfunction is a serious problem affecting 70% of the population age 50 and over. The degree of severity of varies from case to case but generally includes the lack of libido and erectile dysfunction.
- Since it impacts a large portion of the population age 50 and over, sexual dysfunction is a subject of intense biomedical research.
- Many of the drugs now available to treat sexual dysfunction include the hormones and cardiovascular agents.
- Although the drugs are effective in treating the problem, the side effects from the treatment have many researchers looking for more effective, safer solution to treat it.

# IMPACT OF INGREDIENTS FOR SEXUAL DYSFUNCTION

- A combination of medicinal plants have been found effective in treating male and female sexual dysfunction.
- Extracts of *Tribulus terrestris*, *Epimedium koreanum*, and *Cinnamon cassia* in a specified formula can be used effectively with no side effects to treat the problem.
- *Tribulus terrestris* extract is known to increase testosterone, a hormone known for increasing sexual desire in both men and women.
- *Epimedium koreanum* has a vasodilating effect due to nitric oxide release which stimulates arteries and blood flow.
- *Cinnamon cassia* extract indirectly stimulates the libido by acting on the pleasure related dopamine receptors.
- The blending of the natural, plant based extracts simultaneously increases libido and blood supply to genital organs.



# SUPPLEMENTS FOR MALE SEXUAL HEALTH CONTINUED



- Numerous products with plant and/or animal base are being studied by modern pharmacology in effort to treat the problem.
- Indena created a patented formula for male sexual dysfunction.
- A variety of natural plant types have been effective in treating sexual functioning issues. Scientists at the Department of Pharmacology at The University of Milan conducted research blending Tribulus terrestris, Epimedium, and Cinnamomum cassia, which are extracts used in traditional Chinese and Ayurvedic medicine to improve sexual performance.



# COMBINATION OF NATURAL INGREDIENTS



- Extracts of Tribulus terrestris, Epimedium koreanum, and Cinnamon cassia in a specified formula can be used effectively with no side effects to treat the problem.
- Tribulus terrestris extract is known to increase testosterone, a hormone known for increasing sexual desire in men.
- Epimedium koreanum has a vasodilating effect due to nitric oxide release which stimulates arteries and blood flow.
- Cinnamon cassia extract indirectly stimulates the libido by acting on the pleasure related dopamine receptors. It also increases male fertility.
- The blending of the natural, plant based extracts simultaneously increases libido and blood supply to genital organs.

# FEMALE SEXUAL HEALTH



- According to the Journal of the American Medical Association, more than 43% of American women (about 40 million) experience some form of sexual disorder.
- Since it impacts a large portion of the population, Female Sexual Dysfunction (FSD) is a subject of intense biomedical research.
- The degree of severity of FSD varies from case to case but generally it includes the lack of desire, arousal and physical pain. Several factors may contribute to sexual dissatisfaction. Many are interrelated

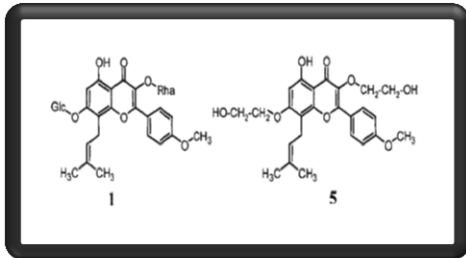
# FEMALE SEXUAL HEALTH CONTINUED



- Several medical studies over the years report that about 40% of women don't enjoy sex.
- There are many issues that contribute to a low sex drive in women.
- A lack of sexual desire, the inability to be aroused sexually, lack of sexual climax and painful intercourse are all factors that restrict women from having a fulfilling sexual experience.
- The sexual enhancement industry has produced an assortment of products to help women lubricate their vagina and stimulate their sexual desire.
- Blood flow must reach all the blood vessels in genital area, as well as in the brain. The clitoral area should experience an increased level of sensitivity and the vaginal area should be well lubricated.
- Female Formulation or F2 is a female sexual enhancement pill that helps lubricate the vagina, increase blood flow and sensitivity.

# FEMALE SUPPLEMENT BENEFITS

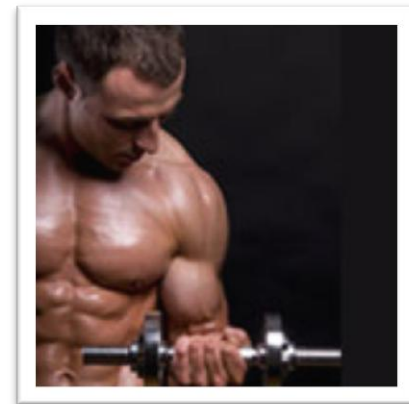
Figure 1.1 Chemical Component Breakdown of the Proprietary Blend of Tribulus terrestris, Epimedium, and Cinnamomum cassia.



- Benefits of Tribulus Terrestris include improved athletic performance, increased energy, healthier sex drive, improving female fertility, better appetite and lower body fat levels.
- Benefits of Epimedium include fights infertility, increases blood circulation, promotes sex hormone production, provides relief for the symptoms associated with menopause, eases liver, back and joint related problems and aids in fighting osteoporosis.
- Epimedium is an exceptional herb that increases sexual cravings and encourages sexual activity in women. It invigorates the sensory nerves and enhances desire for sexual activity. Women find benefit from the augmented flow of blood and possibly also from other alkaloids and sterols that have actions like testosterone in the plants.
- Benefits of Cinnamomum cassia include helps in blood circulation, acts as a sexual stimulant and improves circulation.
- Due to its stimulant properties it is used to treat loss of sexual desires and other sexual disorders such as frigidity.

# IMPACT OF INGREDIENTS FOR ATHLETIC PERFORMANCE

- In increase athletic performance *Tribulus terrestris* causes the body to release a luteinizing hormone which signals the body to produce more testosterone.
- Since testosterone promotes protein synthesis and positive nitrogen balance, the benefits to an athlete are muscle cell growth and increased body strength as well as faster recuperation and recovery from muscle stress.



# IMPACT OF INGREDIENTS FOR ANTI-AGING

- Environmental and oxidative stress and decreases in the production of hormones like testosterone are the main reasons why we age.
- *Tribulus terrestris* plays an integral role in slowing down the aging process.
- Harmine, the main active ingredient in *Tribulus terrestris*, prevents the brain cells from oxidative damage according to medical research findings in 2000.
- It is useful in treating many brain disorders including Parkinson's disease.
- Harmine is also a MAO inhibitor which gradually aids in the increase of neurotransmitter dopamine.
- Increases in dopamine produce luteinizing hormones, which in turn increase testosterone levels and growth hormones in both men and women.
- According to the Center for Disease Control and Prevention, one and four Americans die each year of heart disease.
- Research suggests that *Tribulus terrestris* can dilate coronary arteries, which would be useful to patients with high blood pressure, heart disease and atherosclerosis.
- *Cinnamomum cassia* stimulates and improves circulation and prevents rheumatism and arthritis.



# SUPPLEMENTS FOR ANTI-AGING, ENERGY & SPORTS PERFORMANCE



- In addition to sexual dysfunction, the blended extracts of Tribulus terrestris, Epimedium koreanum, and Cinnamon cassia can also increase athletic performance and aid in anti-aging efforts.
- In increase athletic performance Tribulus terrestris causes the body to release a luteinizing hormone which signals the body to produce more testosterone.
- Since testosterone promotes protein synthesis and positive nitrogen balance, the benefits to an athlete are muscle cell growth and increased body strength as well as faster recuperation and recovery from muscle stress.
- Environmental and oxidative stress and decreases in the production of hormones like testosterone are the main reasons why we are age.
- Tribulus terrestris plays an integral role in slowing down the aging process.
- Harmine, the main active ingredient in Tribulus terrestris, prevents the brain cells from oxidative damage according to medical research findings in 2000. It useful in treating many brain disorders including Parkinson's disease.
- Harmine is also a MAO inhibitor which gradually aids in the increase of neurotransmitter dopamine. Increases in dopamine produce lutenizing hormones, which in turn increase testosterone levels and growth hormones in both men and women.

# SUPPLEMENTS FOR ANTI-AGING, ENERGY & SPORTS PERFORMANCE CONTINUED



- According to Center for Disease Control and Prevention, 1 in 4 Americans die each year of heart disease.
- Research suggests that Tribulus terrestris can dilate coronary arteries, which would be useful to patients with high blood pressure, heart disease and atherosclerosis. Cinnamon cassia stimulates and improves circulation and prevents rheumatism and arthritis.
- Epimedium has a history of traditional use to treat disorders of the kidneys, joints, and liver as well as combat fatigue.
- A few of the benefits of Epimedium include increasing blood circulation, provides relief for the symptoms associated with menopause, eases liver, back and joint related problems and aids in fighting osteoporosis.



# SEXUAL HEALTH SUPPLEMENT BRANDS



# MIGHTY PILL

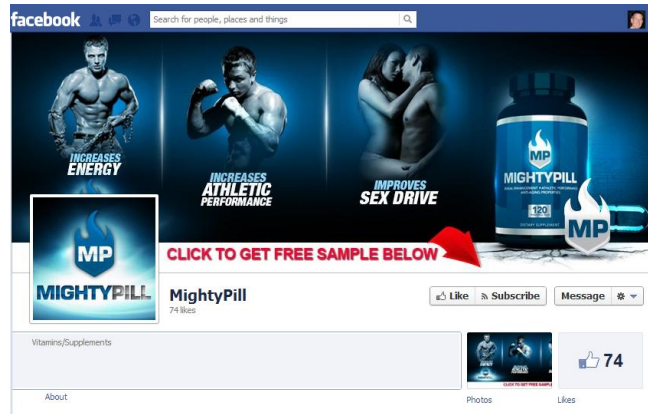




12 Page Website



100 CC Bottle



Facebook Fan Page



100 CC Bottle Label



Facebook Landing Page

# MIGHTY PILL WEBSITE



# INTEGRATED TECHNOLOGY MARKETING SYSTEM

## Marketing Channels

### Affiliate Marketing



### E-Mail Events Display



### Daily Deal Public Relation



### OFFLINE PPC Social



### Search Telemarketing



## Consumers See

### •Ads



## Consumer Action

- Call
- Fill out form
- Take Survey

**Toll Free Number**  
**855 606 - PILL**  
**Landing Page**



### Facebook Page



## Consumers Interaction with Technology System

### Technology System

1. Affiliate Tracking
2. CRM
3. Email Platform
4. Live Streaming
5. IVR
6. SMS Text Platform
7. Vanity Number
8. Voice Broadcasting
9. Voip Phone
10. Website Hosting

## Consumers Directed To:

### Website



## Generate Calls to Call Center





Website Landing Page



Facebook Fan Page

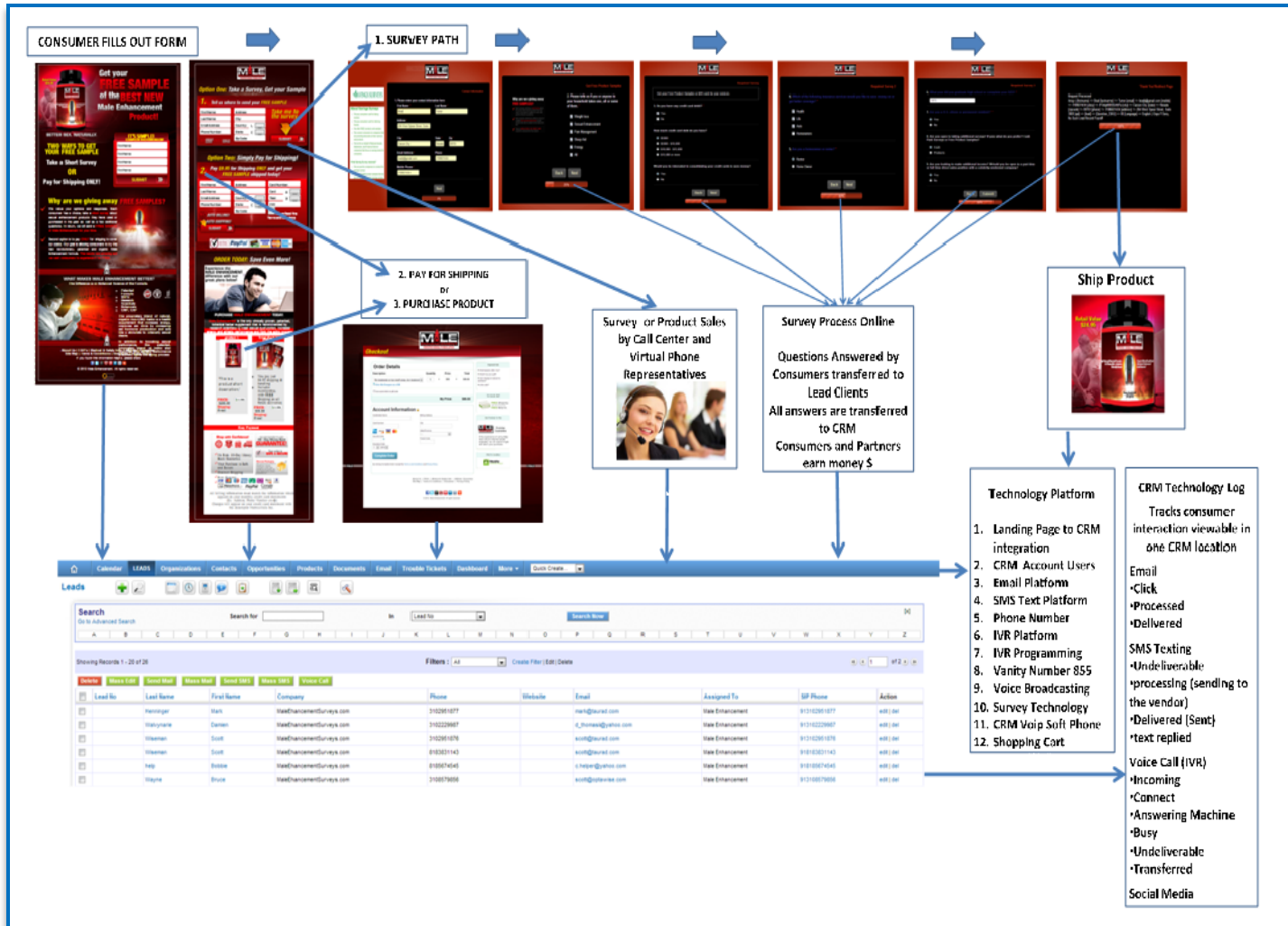


100 ml Bottle Label



12 Page Website

# CRM TECHNOLOGY PLATFORM



# MALE ENHANCEMENT WEBSITE





# MALE ENHANCEMENT

## Retail Sales Sheets



## Retail -1 Capsule



## Retail – POP Display



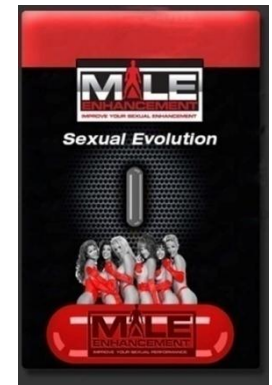
## Online Banner Display Ads



## Retail – 1 Capsule



## Sample Pack





Landing Page



100 CC Bottle



Facebook Fan Page



100 CC Bottle Label



Facebook Landing Page



12 Page Website

# FEMALE FORMULATION WEBSITE





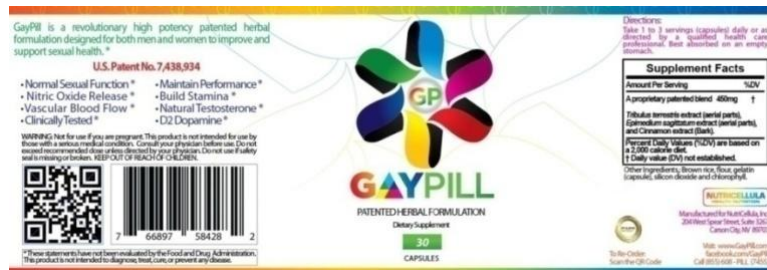
Landing Page



Facebook Fan Page



100 CC Bottle



30 CC Bottle Label



Facebook Landing Page



12 Page Website

# GAY PILL WEBSITE



# ABOUT CELEBRITY ECOMMERCE

Celebrity eCommerce is a sales and marketing technology system that provides celebrities, personalities, and their business partners, a process and platform to communicate, manage, and monetize their fan base. The system is comprised of a CRM integrated with multiple technologies that are designed to:

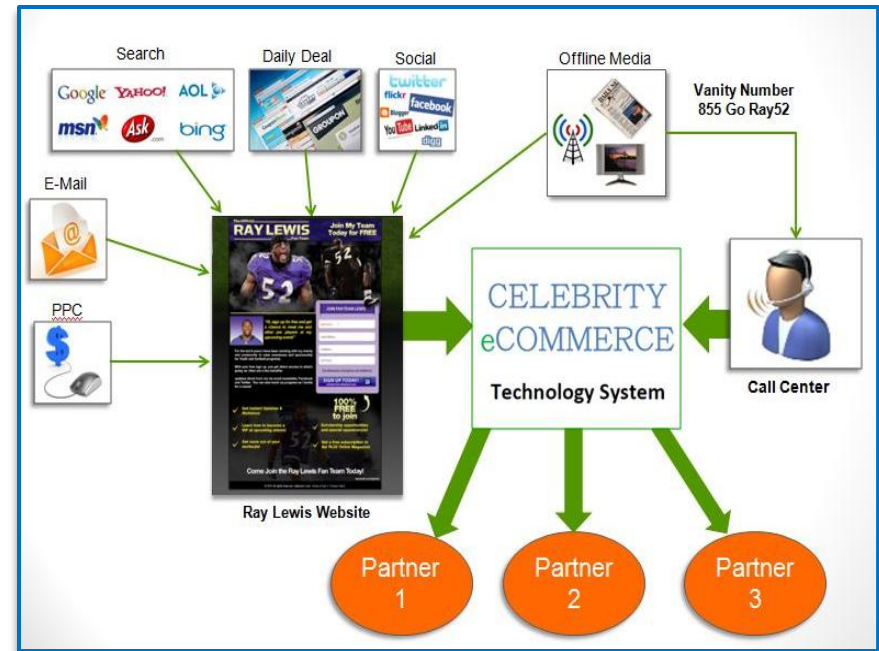
- Build a database of existing fans and acquire new fans or customers.
- Turn Likes and Followers into customers, sales, and donations.
- Support all media channels - TV, Radio, Print, Email and Social Media.
- Optimize media and event strategies using multiple technology channels for direct communication to fans with email, text, voice broadcast, and social media.
- Integrate with individual brand partners, sales teams, call centers, and technology support.
- Work with celebrities, actors, musicians, social media personalities, corporate brands, advertising agencies, agents, managers, television and film studios, social media services, and other technology platforms.

# CELEBRITY ECOMMERCE

**CELEBRITY eCOMMERCE**

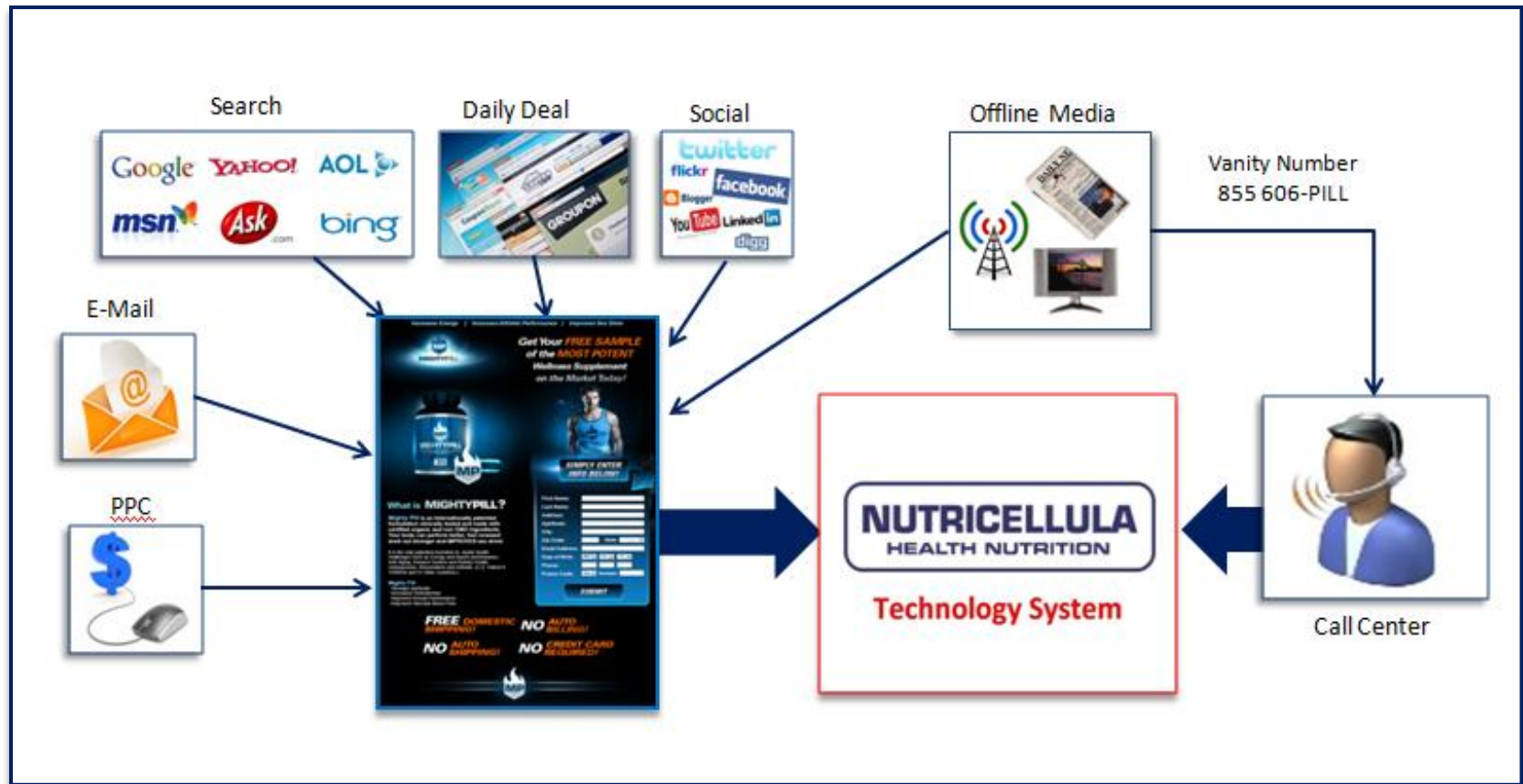
Alex Rodriguez      Bernie Kosar      Ray Lewis      Morris Chestnut

The image displays four celebrity websites: Alex Rodriguez (AROD), Bernie Kosar, Ray Lewis, and Morris Chestnut. Each website features promotional content and a 'Join My Team' button. Below the websites are product images and brand logos: 'evolv' (protein powder), 'foru' (Wellness Made Personal, protein powder), and 'vi' (protein powder).



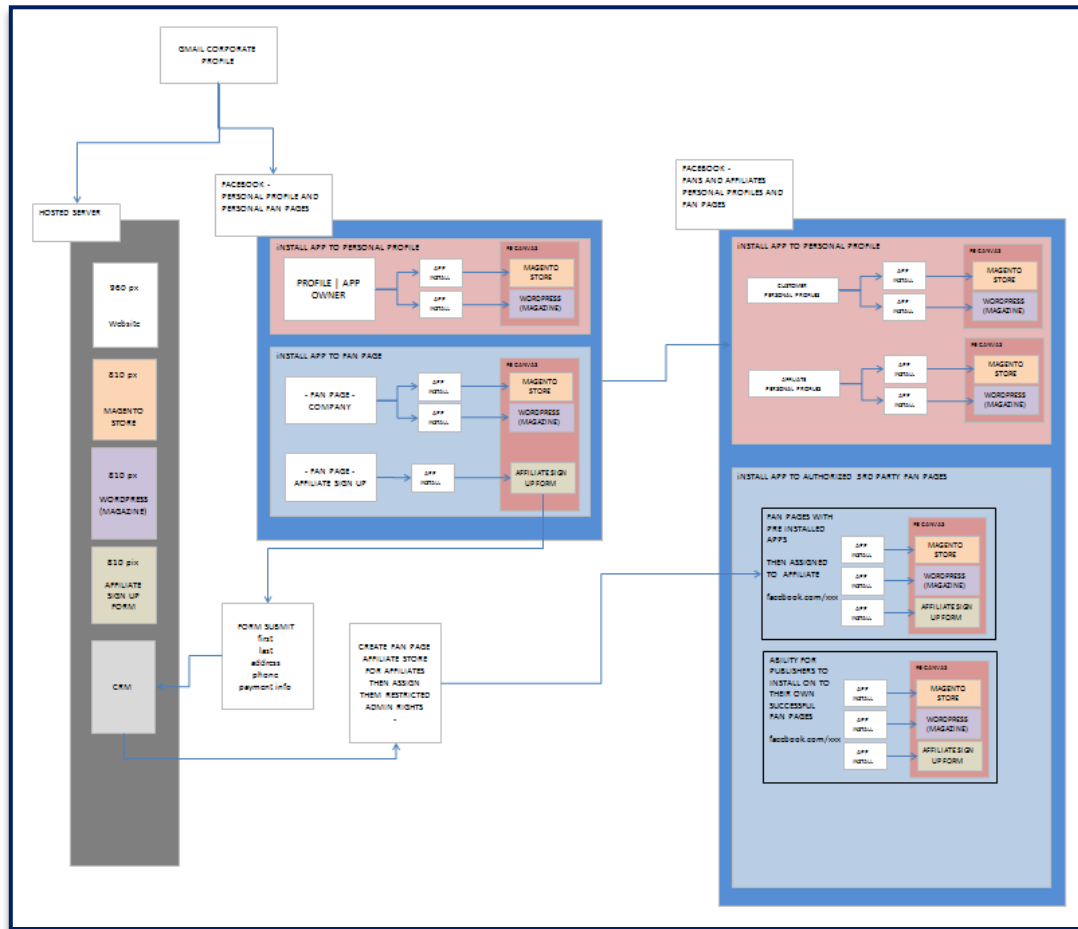
Currently providing creative services and Celebrity eCommerce technology system to nutritional direct sales companies partnered with athletes, actors, and celebrities.

# INTEGRATED TECHNOLOGY MARKETING SYSTEM

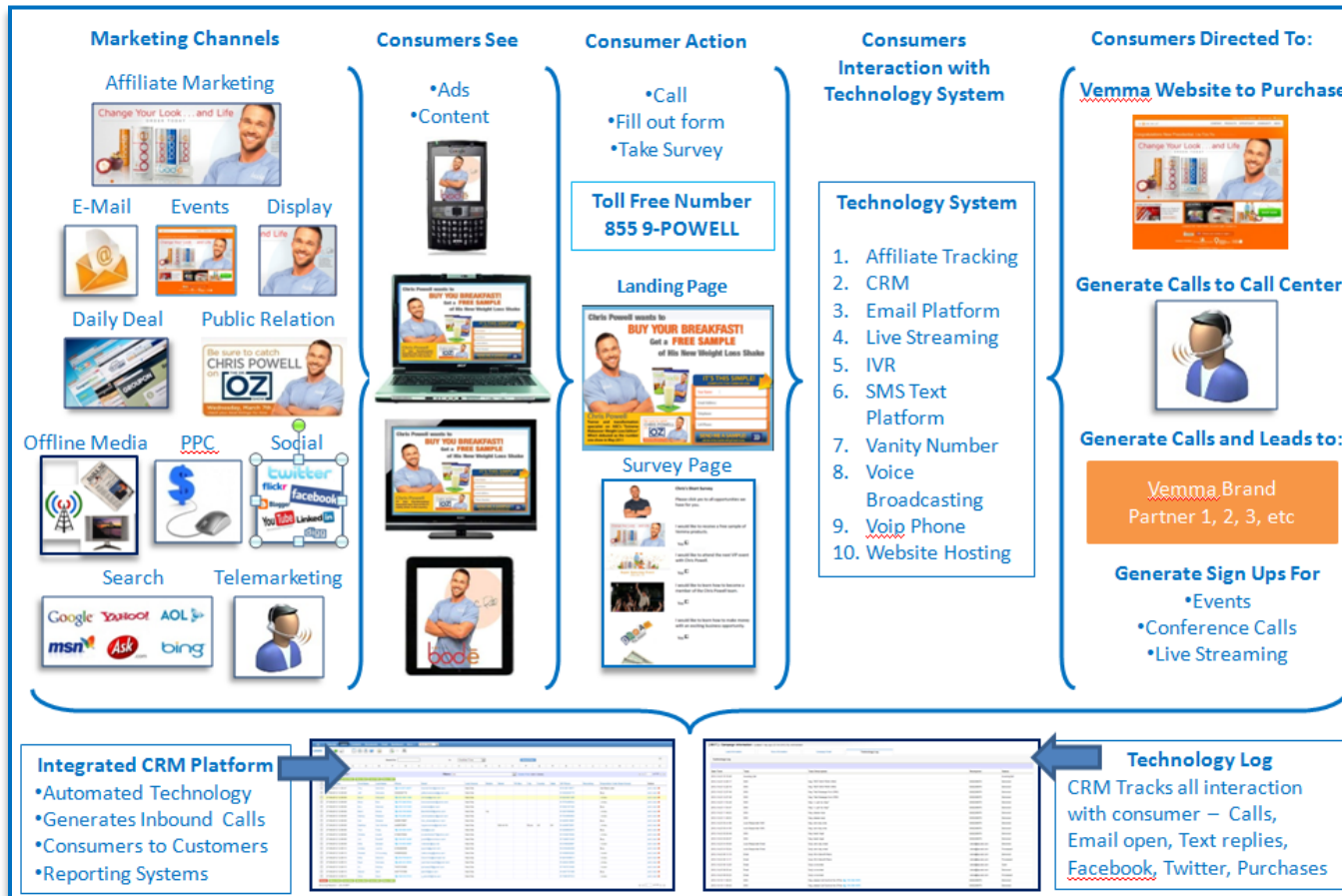




# FACEBOOK MARKETING SYSTEM



# CRM TECHNOLOGY PLATFORM



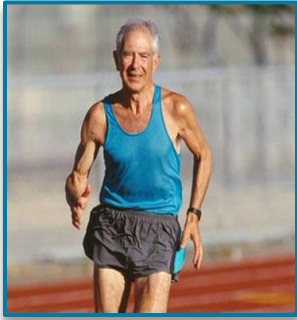
# PROMOTIONAL MERCHANDISE



# SPECIALTY PRODUCT RESEARCH 2013

- **Blood Sugar Management** - According the American Diabetes Association, 25.8 million children and adults in the United States—8.3% of the population have diabetes.
- **Liver Support Liver Support** - According to the Center of Disease Control and Prevention, more than one-third of U.S. adults (35.7%) are obese. Approximately one in every six adults—16.3% of the U.S. adult population—has high total cholesterol.
- **Pain Management & Inflammation** - includes treatments for a wide range of conditions including postoperative pain, cancer pain, arthritis pain, migraine pain, neuropathic pain, and back pain.
- **Skin Health** - Maintain and improving proper skin health starts with healthy diet. Over 50% of aging process can be effectively prevented by diet and dietary supplements.
- **Vision** - Millions of people suffer from fatigue, dryness, blurred vision headaches, eyestrain, and even neck or shoulder pain without realizing the cause.
- **Weight Management** - According to the Center of Disease Control and Prevention, more than one-third of U.S. adults (35.7%) are obese.

# SANGUENADE—SUPPLEMENT FOR BLOOD SUGAR MANAGEMENT



- Hyperglycemia is recognized to be the central feature of all the unbalances in the metabolism of carbohydrates, lipids, ketones and amino acids. The most diffused pathological condition characterized by stable hyperglycemia is known today as type 2 diabetes, which accounts for about 90% of all diabetes cases.
- Diabetes is considered an epidemic disease in Western countries due its prevalence and widespread health problems it creates. According the American Diabetes Association, 25.8 million children and adults in the United States—8.3% of the population—have diabetes. There are 79 million people that can be classified as prediabetic.
- About 5-10% of the U.S. population can be characterized as having hypoglycemia.
- Impaired glucose tolerance (IGT) is characterized by abnormal plasma glucose levels. Clinical researchers recognize a progression from IGT to Type 2 diabetes. Individuals with diabetes or have been diagnosed as pre-diabetic with IGT and/or hypoglycemic need to monitor their blood sugar levels.
- The impaired insulin secretions result in insulin resistance, obesity and age.
- The first line of defense against blood sugar imbalances is physical exercise and appropriate modifications to an individual's diet to maintain normal glucose levels.
- Today, targeted dietary regimens are also including natural products that can be of help in maintaining healthy blood sugar levels. Plants traditionally used for their hypoglycemic effects have been used as a healthy, natural way to maintain regular blood sugar levels.

# INGREDIENTS IN SANGUENADE



- Sanguenade is a patented botanical derivative from the seeds of *Syzygium cumini* (L.) Skeels. It is an edible plant also known as *Eugenia Jambolana* Lam.
- Widely known for its anti-hyperglycemic properties, the plant has been used in Europe, India and Southeast Asia. Sanguenade is produced from the seeds of the plant.
- Toxicological and pharmacological data show that Sanguenade is devoid of any side effect and can provide a support in maintaining normal sugar levels in several experimental conditions.
- Sanguenade has proven efficient in clinical data obtained from studies conducted in Madagascar, Germany and USA. It demonstrated a good tolerability and a significant effect 15 days after starting the treatment in test subjects.

## **The clinical research proved:**

- Reduction of glycemia in healthy volunteers (-20% at glucose peak time 60 min after oral glucose load)
- Reduction of glycemia (-49%, after 90 days) in subjects suffering from type 2 diabetes
- No hypoglycemic effects in healthy subjects & absence of hypoglycemia as a side effect in patients affected by type 2 diabetes
- Good tolerability in all the treated subjects even at the highest dosages

# EYE FATIGUE RELIEF SUPPLEMENT FOR VISION



- Computers are a normal routine of modern human life.
- Millions of people suffer from fatigue, dryness, blurred vision headaches, eyestrain, and even neck or shoulder pain without realizing the cause. When the demand of visual work exceeds our eyes ability to perform the tasks comfortably, that is when symptoms occur.
- Eye Fatigue Relief is obtained exclusively from bilberries that are harvested when ripe, between July and September. Eye Fatigue Relief contains a standardized bilberry extract containing 36% anthocyanins.
- Anthocyanins are colorful polyphenols, antioxidants found in bilberries.
- Their healing properties are anti-inflammatory, vasoactive, hypolipemic, hypoglycemic, cell-regenerating, antimicrobial, and chemopreventive.

# LIVER SUPPORT- SUPPLEMENT FOR LIVER DETOXIFICATION



## Non- Alcoholic Fatty Liver Disease (NFLD)

Non-Alcoholic Fatty Liver Disease is a term used to describe the accumulation of fat in the liver of people who drink little or no alcohol.

NFLD is common. Most people show no signs symptoms or complications. In some cases people with NFLD, the fat that accumulates causes inflammation and scarring in the liver. The more serious form of NFLD is called non-alcoholic steatohepatitis. At its most severe, NFLD can progress to liver failure.

NFLD usually causes no signs and symptoms. When it does, they may include:

- Fatigue
- Pain in the upper right abdomen
- Weight loss

NFLD occurs when your liver has trouble breaking down fats, causing fat to build up in your liver tissue. Some researchers believe NFLD is caused by damage done by high cholesterol and obesity.

According to the Center of Disease Control and Prevention, more than one-third of U.S. adults (35.7%) are obese. Health care costs for obesity in the U.S. surpass \$27 billion per year. Approximately one in every six adults—16.3% of the U.S. adult population—has high total cholesterol.



# INGREDIENTS IN LIVER DETOX



- The liver plays a vital role in the human metabolism, which exposes it to the harmful action of toxic substances.
- Many potentially harmful molecules, such as alcohol, drugs, hormones, etc., are metabolized by the liver and transformed into more hydro-soluble derivatives for subsequent removal from the body.
- This detoxification process is achieved by a variety of enzymes which oxidize, reduce, hydrolyze or conjugate the waste.
- The enzymes are located in the hepatic microsomes, which is part of the smooth endoplasmic reticulum of the liver cell. The regular functioning and upkeep of the liver cells is necessary for the safeguarding of health.
- Traditional medical protocols for NFLD treat the symptoms associated with the disease such as high cholesterol or obesity but not NFLD itself.
- Health supplements have been found helpful in treating NFLD. Antioxidants protect the liver by reducing or neutralizing the damage caused by inflammation.
- Derivatives of *Silybum marianum* (L.) Gaertn (Asteraceae) or Milk Thistle occupies an eminent position in liver protection.
- Milk thistle is a thistle of the genus *Silybum* Adans., a flowering plant of the daisy family. The plant is native to the Mediterranean regions of Europe, North Africa and the Middle East.
- Milk thistle has been reported to have protective effects on the liver and greatly improve its function. Today, it is typically used to treat liver cirrhosis, chronic hepatitis, toxin-induced liver damage including the prevention of severe liver damage from 'death cap' mushroom poisoning, and gallbladder disorders.

# INGREDIENTS IN LIVER DETOX CONTINUED

## Benefits of Liver Detox



- Lowering cholesterol levels
- Reducing insulin resistance in people with type 2 diabetes who also have cirrhosis,
- Reducing the growth of cancer cells in breast, cervical, and prostate cancers.
- Reducing liver damaging effects of chemotherapeutic drugs
- Clinical study has shown that liver function tests can be improved in active hepatitis patients.
- Silymarin use in the treatment of diabetic nephropathy.

# PROMOTION – SUPPLEMENT FOR PAIN MANAGEMENT INFLAMMATION

Pain management has a role in identifying the precise source of the problem and isolating the optimal treatment.

## Two Types of Pain

1. **Nociceptive Pain** - Body's way of notify the brain that there is an injury and an individual is hurt and in pain.



**A. Radicular** - Pain stems from irritation of the nerve roots. It goes down the leg in the distribution of the nerve that exits from the nerve root at the spinal cord. Radicular pain often causes radiculopathy which is characterized as a weakness, numbness, tingling or loss of reflexes in the distribution of the nerve.

**B. Somatic** - Pain limited to the back or thighs. Research shows that most back pain does not go away after treatment. Back pain is generated from one of the three structures in the back: the facet joints, the discs, or the sacroiliac joint. The facet joints are small joints in the back of the spine that provide stability and limit how far you can bend back or twist. The discs absorb friction caused by movement and are located between each vertebrae of the spine. The sacroiliac joint is a joint in the buttock area that helps to transfer weight from the upper body to the legs when walking.

2. **Neuropathic Pain** - When the body's nervous system is not working properly and there is no obvious source of pain, the body nevertheless tells the brain an injury is present. Examples : Complex Regional Pain Syndrome, Sympathetically Maintained Pain, Fibromyalgia, Interstitial Cystitis, and Irritable Bowel Syndrome.

Due to the nature of neuropathic pain, it is difficult to treat. After careful diagnosis and combination of treatments, there is an excellent chance of reducing the pain and return of function.

# INFLAMMATION



- Inflammation is part of the complex biological response to harmful stimuli.
- Stimuli can be pathogens, damaged cells, or irritants. Inflammation is a protective attempt by the body to remove the injurious stimuli and to initiate the healing process.
- Without inflammation, wounds and infections would never heal. Nevertheless, chronic inflammation can also lead to a host of diseases, such as hay fever, periodontitis, atherosclerosis, rheumatoid arthritis and cancer.

## 2 Types of Inflammation

1. **Acute Inflammation** - initial response to harmful stimuli by increasing the movement of plasma and leukocytes from the blood into the injured tissues. Acute inflammation is a short-term process, usually appearing within a few minutes or hours and ceasing upon the removal of the injurious stimulus.
2. **Chronic Inflammation** - Prolonged case of inflammation. It is characterized by simultaneous destruction and healing of tissue from the inflammatory process. Examples of chronic inflammation are Allergies, Asthma, Celiac Disease, Atherosclerosis, Cancer and Pelvic Inflammatory Disease.

# INGREDIENTS IN PROMOTION



Proprietary delivery form  
of curcumin

.....  
Clinically supported in  
terms of efficacy and  
safety

.....  
Validated for improved  
oral absorption by a  
human PK study

## The 2 key ingredients in Promotion

### 1. Turmeric

- Potent natural anti-inflammatory that works as well as many anti-inflammatory drugs but without the side effects
- Because of its anti-inflammatory properties, it is a natural treatment for arthritis and rheumatoid arthritis.
- Prevents and slows the progression of Alzheimer's disease by removing amyloid plaque buildup in the brain
- Natural liver detoxifier
- Prevents metastases from occurring in many different forms of cancer
- Natural painkiller and cox-2 inhibitor

# INGREDIENTS IN PROMOTION



## 2. Boswellia Serrata

- Used for treating arthritis for centuries in Ayurvedic medicine.
- Extracts of *Boswellia serrata* have been clinically studied for osteoarthritis and joint function, particularly for osteoarthritis of the knee.
- Positive effects of *Boswellia* in some chronic inflammatory diseases including rheumatoid arthritis, bronchial asthma, osteoarthritis, ulcerative colitis, peritumoral brain oedema and Crohn's disease have been reported.
- *Boswellia Serrata* is a promising alternative to non-steroidal anti-inflammatory drugs.

# AGE REPEL - SUPPLEMENTATION FOR SKIN HEALTH

## Skin Health

The largest organ of the body is the skin. Skin health starts from within. A person's diet plays a direct role in the aging process of skin. To maintain healthy looking skin and gracefully maneuver the aging process, individual's diet and supplementation plan play key role in keeping the wrinkles and sagging skin away.



### 4 Main Reasons Why People Age -

1. **Free Radicals** - Chemically unstable molecules that attack the body's cells and damage DNA. Experts believe free radicals accelerate the aging process. Exposure to free radicals is unavoidable. Yet, antioxidants neutralize the damage free radicals inflict. Eating foods rich in antioxidants and taking antioxidant based dietary supplements will limit or eliminate any free radical damage incurred.
2. **Inflammation** - Now considered to be a major player in many diseases associated with aging including cancer, diabetes, heart disease, and Alzheimer's. The immune system begins targeting healthy cells and tissues for attack.
3. **Glycation** - Process of sugar mixing with proteins and fats to form molecules that promote aging. Advanced glycation based foods are thought to accelerate the aging process by churning out free radicals and promoting inflammation.
4. **Stress** - Defined as being under pressure, which initiates the release of a variety of hormones. When chronically elevation of hormones occurs due to stress, it ages the body. Cortisol, released to lessen these effects of stress actually creates problems when it remains chronically elevated. Cortisol shrinks hippocampus, which is essential for long-term memory. It can also lead to the accumulation of belly fat, causing inflammation and insulin resistance.

# INGREDIENTS IN AGE REPEL



- Maintain and improving proper skin health starts with healthy diet.
- Over 50% of aging process can be effectively prevented by diet and dietary supplements.
- Many Americans have a difficult time following the USDA Daily allowance recommendations. They take dietary supplements to obtain the nutrients missing from their diets.
- Data released by the Centers for Disease Control and Prevention shows that 53 % of Americans take supplements according to surveys conducted between 2003 and 2006. The proportion is up from 40 % during a previous study period from 1988 to 1994. More women than men take supplements. Women 60 and over take the most of dietary supplements.
- Skin health supplementation that NutriCellulla has formulated contains olive extract from the olive pulp of a specific Italian variety.
- It's characteristic phytonutrient, among other polyphenols (hydroxytyrosol, tyrosol, isoacteoside), is verbascoside that has been shown to be the most potent antioxidant from the olive tree. It has remarkable lipid peroxidation inhibition capability to reduce (UV)-light induced damage to skin as well as helping support healthy blood sugar metabolism.



# THIN-TRIM – SUPPLEMENT FOR WEIGHT MANAGEMENT

## Obesity

- According to the Center of Disease Control and Prevention, more than one-third of U.S. adults (35.7%) are obese.
- Health care costs for obesity in the U.S. surpass \$27 billion per year. Obesity-related conditions include heart disease, stroke, type 2 diabetes and certain types of cancer, some of the leading causes of death.
- During the past 20 years, there has been a dramatic increase in obesity in the United States and rates remain high.

## Green Tea & Natural Weight Loss

The antioxidant activity of green tea has been extensively studied. Consumption of green tea has been correlated with low incidence of chronic pathologies in which oxidative stress seems to be involved, such as cancer or cardiovascular diseases. A higher dietary intake of antioxidant compounds is considered a good preventive disease measure.



# INGREDIENTS IN THIN-TRIM



## Raspberry Ketone

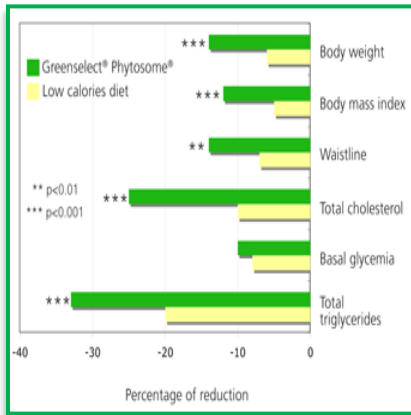
- Raspberry Ketone is an organic compound present in raspberries.
- For years it has been used as a flavor and aroma enhancer in foods.
- Recently, research has shown that raspberry ketones can aid in weight management.
- Raspberry ketone can help the efficiency of human metabolism by increasing the body's core temperature and in return also increasing fat burning abilities.
- It works by stimulating the production of Adiponectin, an important enzyme that helps effectively metabolize the food that is consumed.

# INGREDIENTS IN THIN-TRIM

Greenselect® and Raspberry Ketone are main active ingredients that make up the weight management supplement, Thin-Trim.

## Greenselect® Phytosome® on Obese and Overweight Patients

- Research data also indicate that green tea consumption may help weight management by improving energy expenditure.
- The weight loss promotion appears to be sustained by the thermogenic effect exerted by galloyl catechin derivatives.
- Greenselect® Phytosome® has been tested on a multicentric trial in combination to a low caloric diet to assess its capability to promote weight loss.
- One hundred patients affected by overweight and obesity have been treated with 150 mg of Greenselect® Phytosome® twice daily (300 mg/day). During the study, all patients (treated and placebo) followed a low caloric diet (1250-1350 Kcal for women and 1650-1750 Kcal for men) distributed in at least 4 meals per day.
- Parameters such as body weight, body mass index, waistline, total cholesterol, basal glycemia and total triglycerides were measured at the beginning, after 45 days and after 90 days (end of the study).
- The average weight loss was of 6 kg in the diet only group and 14 kg in the treated group. Accordingly, relevant results have been reported in terms of body mass index, waistline and blood parameters.
- Greenselect® Phytosome® can be concluded to be a valid support in weight management.



# CONTACT INFORMATION

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