

CHOCAMINE™

Get your cake and eat it too!

**A Proprietary, Patent Pending
Dietary Supplement derived
from Cocoa**

Chocamine™ – Tapping into the Popularity of Chocolate

- ☛ Chocolate the most craved food in America
- ☛ Broad consumer awareness of chocolate
- ☛ Innate consumer desire to know chocolate is good for them not just good
- ☛ Rich tradition of use as Medicine and Food
- ☛ Chocolate the food of the gods
- ☛ Chocolate is safe and broadly consumed, without restriction, around the world



CHOCAMINE™ - THE POTENTIAL FOR STRATEGIC ALLIANCES

☛ MARKETING POTENTIAL

- Broad or Mass Market Acceptance
- Timing in the Industry
- Potential for Licenses and Partnerships

☛ A PROPRIETARY BRAND PLAY

- Patent Pending Worldwide
- Trademarks filed in the US and Europe
- Unique Formula – Specifically designed as a dietary Ingredient

☛ GOOD SCIENCE

- Many constituents have known mechanism of action
- Developed hypothesis for novel mechanisms
- Tremendous Potential for Clinical Studies

Six Primary Indications, or Market Segments to use Chocamine™ as a Dietary Supplement

- ☛ ENERGY/THERMOGENIC/DIET
- ☛ MOOD & OUTLOOK
- ☛ MENTAL ACUITY
- ☛ APHRODISIAC
- ☛ WOMEN'S HEALTH
- ☛ CRAVINGS & ADDICTION





Structure Function Support

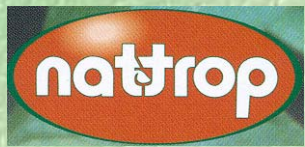
- ☞ Increases energy levels*
- ☞ Promotes positive mood and outlook*
- ☞ Promotes thermogenesis and lipolysis*
- ☞ Appetite suppressant*
- ☞ Improves mental & physical performance*
- ☞ Normalizes food cravings*

* These statements have been reviewed by regulatory counsel and should be used for research purposes and construed as possible structure function claims only. They have not been reviewed nor approved by the FDA.

THE DIET/ENERGY MARKET – OPPORTUNITIES FOR CHOCAMINE™



- ☛ Demand for Thermogenic herbs
- ☛ Regulatory pressure on Ephedra
- ☛ Search for alternative herbs or products
- ☛ The mystique of Chocolate and the potential for attracting consumer interest
- ☛ Perceived Safety and Consumer Familiarity with Chocolate



WHAT IS PROPRIETARY ABOUT CHOCAMINE™



- Development of a Chocolate extract as a Dietary Supplement
- Vertically Integrated Model - from source to proprietary process to marketing
- Brand name and complete technical/marketing package
- Initial Patent Filed on March 30, 2001

Principal Chemical Components of Chocolate:

- ☛ MethylXanthine Alkaloids – including:
Theobromine, Caffeine and Theophylline
- ☛ Biogenic Amines – including:
Phenylethylamine (PEA) and Tyramine
- ☛ Amino Acids – including: Phenylalanine,
Tryptophan, Aspartic Acid, Tyrosine,
Lysine and many others
- ☛ Magnesium, Copper and other Dietary
Minerals
- ☛ Procyanidins

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