



20% of people have a genetic predisposition to excess cravings involved in the Top 3 Leading Causes of Preventable Death. Now there is something that can be done about it.

About the Company

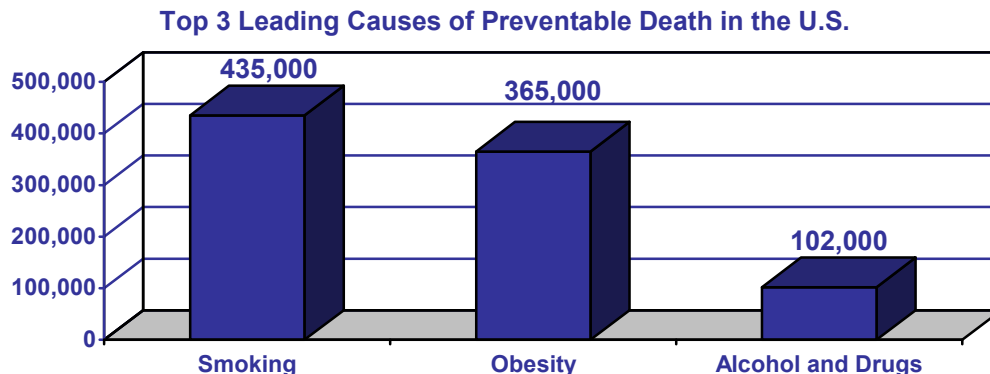
Salugen™ is a life sciences company dedicated to restoring control over personal choices by reducing excess cravings involved in alcohol and drug abuse, obesity and smoking through a proprietary system involving gene testing, medical foods, and nutritional ingredients. Salugen has patent-protected, clinically proven products to reduce stress and cravings, as well as gene tests to help identify these persons and customize their treatment. Simply, Salugen's goal is to reduce or eliminate the illness and costs of these Top 3 Leading Causes of Preventable Death. For additional information about the company, please visit <http://www.salugen.com>.

The Meaning Behind the Name

The word "salu" is Latin for health and wellness and "gen" is short for genetics. Thus, Salugen is focused on the genetics of wellbeing or what is often called our feelings of pleasure and reward.

The Problem We are Solving

Over 20% of the world's population has a chemical imbalance which limits their natural ability to feel reward and pleasure due to their genes.¹ When someone has these gene variations, they have unnatural stress resulting in excess cravings and addictive behaviors to feel normal.² These excess cravings could be for something as simple as sugar and carbohydrates, or alcohol and drugs. These cravings are involved in the Top 3 Leading Causes of Preventable Death in the United States which account for over 33% of all preventable deaths.³



¹ Comings DE et al. The dopamine D2 receptor locus as a modifying gene in neuropsychiatric disorders. *JAMA*. 1991 Oct 2;266(13):1793-800.

² Blum K, Sheridan PJ, Wood RC, Braverman ER, Chen TJ, Cull JG, Comings DE. The D2 dopamine receptor gene as a determinant of reward deficiency syndrome. *J R Soc Med*. 1996 Jul;89(7):396-400.

³ Mokdad, Ali H., Marks, James S. and Stroup Donna F. et. al. Actual Causes of Death in the United States, 2000. *JAMA*. 2004;291:1238-1245.



The Core Technology

Preveras[™] is the Spanish word for 'preside' or 'control'. *Preveras* is a patent-protected, clinically-proven, and all-natural anti-craving ingredient complex from Salugen. It can be ingested in multiple forms as a pill, powder, sublingual dissolving tablet, chewable, as an ingredient in water or fruit juice, intravenously, in an intra-muscular injection, and in intra-rectal paste. It is a 3rd generation, all-natural dopamine neuronal-release promoter improving upon earlier iterations of the research such as SAAVE, PhenCal, and synaptamine. It contains certain targeted amino-acids, a Vitamin B complex, and certain herbs formulated and clinically studied to optimize brain reward chemistry. In its basic form, it is a dietary supplement. As part of a specific regimen at prescription strength, it is a medical food only available by physician prescription. The companion genetic test analyzes genes to better understand the chemical imbalance. The test begins with a sample collected via cheek swab, which is then analyzed for predispositions to addictive tendencies. Then, this information can be used to identify patients, support pre-authorization, and customize further treatments. The following are some publications supporting the patent-protected *Preveras* technology from Salugen:

- In a double-blind placebo controlled study of the 1st generation *Preveras* product, it demonstrated statistically significant reductions in cravings, withdrawal symptoms, and drug usage.⁴
- In an open, observational trial of 600 patients of a 2nd generation *Preveras* product, it demonstrated a 73% reduction in cravings.⁵
- In an open, observational study in the Las Vegas criminal justice system, a 2nd generation *Preveras* product demonstrated efficacy in reducing substance abuse, with efficacy in alcoholics reaching 93%.⁶

73%

reduction in cravings among
600 addicts⁵

2.7X

the weight loss versus control⁷

decrease in percent overweight; a 70% decrease in food cravings; a 66% decrease in binge eating; and had a much lower relapse rate or regaining their weight lost (14.7% versus 41.7%).⁸

74%
of persons with the gene
variation are likely to have
excess cravings like alcohol
and drug abuse, sugar and
carbohydrate cravings,
smoking and other disorders²

- In a study of one gene in the *Preveras* test, researchers found a 74% positive predictive value, meaning that persons with this gene variation were 74% likely of having a reward deficiency disorder, such as alcohol abuse and dependence, drug abuse, and sugar cravings.²
- In a 90-day placebo-controlled trial of 27 subjects in a medically-supervised clinic taking Opti-Fast, subjects taking an earlier version of *Preveras* lost 2.7 times the weight (26.96 lbs v. 10 lbs.) and had a much lower relapse rate (18.2% v. 81.8%).⁷
- In a 2-year prospective placebo-controlled study of 247 outpatients in a medically-supervised weight loss clinic taking Opti-Fast, the intervention group showed a 2X

⁴ Blum, K. Trachtenberg, M.C. Elliott, C.E. Dingler, M.L. Sexton, R.L. Samuels, A.I. and Cataldie, L. Enkephalinase inhibition and precursor amino acid loading improves inpatient treatment of alcohol and poly drug abusers: Double blind placebo controlled study of the nutritional adjunct SAAVE *Alcohol* 5:481-493, 1988.

⁵ Blum K, Chen TJH, Downs BW, Meshkin B, Blum SH, Martinez Pons M, Mengucci JF, Waite RL, Arcuri V, Varshofsky M, Braverman ER. Synaptamine (SG8839) An Amino-Acid Enkephalinase Inhibition Nutraceutical Improves Recovery of Alcoholics, A Subtype of Reward Deficiency Syndrome (RDS). *Trends in App Sci Res.* 2 (2): 132-138, 2007.

⁶ Chen TJ, Blum K, Waite RL, Meshkin B, Schoolfield J, Downs BW, Braverman EE, Arcuri V, Varshavskiy M, Blum SH, Mengucci J, Reuben C, Palomo T. Gene narcotic attenuation program attenuates substance use disorder, a clinical subtype of reward deficiency syndrome. *Adv Ther.* 2007 Mar-Apr;24(2):402-14.

⁷ Blum K, Trachtenberg MC, et al. Neuronutrient effects on weight loss in carbohydrate bingers: an open clinical trial. *Curr Ther Res.* 48: 217-233 1990.

Key Products



Preveras in the HAVEOS Program

HAVEOS is a Latin word for craving. HAVEOS (pronounced "Have-eee-os") is medically-supervised substance attenuation and craving reduction program involving a DNA test and nutritional program.

Available at licensed health clinics and physicians who are treating addictive behaviors such as treatment centers and pain rehabilitation clinics, HAVEOS saves patients, their families, insurers and their employers the spiraling costs of addiction. With a simple pain-free, needle-free, blood-free swab, a DNA sample is collected and sent into our partner laboratory where it is analyzed for several very important variations. Once this genetic profile is analyzed, then the information is

delivered to the physician for the purposes of giving them information to help decide how to guide their patient's treatment. For the patient not currently using a potentially abusive substance, a physician can prescribe a 30-day program. For the patient clearly involved in a potentially abusive substance, they can prescribe a 90-day program. In each program, a patient takes a clinician-supervised nutritional program. As part of the HAVEOS program, the genetics test measures genetic predisposition to brain chemical imbalances leading to stress and excess cravings. This test is available as part of the HAVEOS program or by itself.

Preveras as a functional food or supplement ingredient

Preveras as a dietary supplement ingredient is available to be licensed into functional foods and dietary supplements with published clinical data demonstrating reductions in stress, cravings, and weight, with improvements in mood and feelings of wellbeing.



Preveras in GenoTrim™ for Weight

GenoTrim is the world's only DNA-customized nutritional solution for weight management, addressing the genetic factors influencing hormones and metabolism that Harvard Medical Experts suggest influence 70% to 80% of obesity cases. By analyzing a panel of genes influencing the body's weight, GenoTrim is then customized to address the genetic predispositions of the individual that make them prone to weight problems. With over 2,000 worldwide customers having experienced the benefits of GenoTrim in commercial pilots, and published data suggesting that it results in reductions in weight and body fat, GenoTrim by a partner in early 2009.



Preveras for stress-related skin care in SpaGen

SpaGen is a nutritional supplement tailored to a panel of genetic variations and diet and lifestyle attributes. The result is your own, unique blend of essential vitamins, minerals, nutrients, herbal supplements and antioxidants which brings your body into perfect balance with the nutritional focus it was born to possess. SpaGen has been piloted at Spa Bellagio, the MGM Grand Spa, and other resort spas. The Company is currently seeking cosmeceutical partners to distribute the product in various global markets.

⁸ Blum K, Cull JG, Chen TJH, Garcia-Swan S, Holder JM, Wood R, Braverman ER, Bucci LR, Trachtenberg MC. Clinical evidence for Phencal in maintaining weight loss in an open-label, controlled 2-year study. *Curr Ther Res* 58: 745-763.1997.



Management Team

Ralph Thompson, Chairman

Ralph is currently CEO of eBrains, Inc. He has over 30 years experience which includes 10 years on the client side in public accounting and banking; plus 20 years experience on the agency side in the marketing communications field. He has been a key executive in some of the nation's leading financial and communication firms. Ralph has built, acquired and sold businesses as well as developed and implemented numerous brand strategies for clients in many industry sectors. He has a unique balance of both sides of the brain, which brings a different perspective to the marketing business. Ralph's client experience spans over 80 brands and includes: AOL Time Warner, The Ben Hogan Company, BMW, The Coalition of National Cancer Cooperative Groups, IBM, Mercedes Benz, and McDonalds.

Brian Meshkin, President and CEO

Mr. Meshkin brings a unique blend of pharmaceutical, diagnostic, and entrepreneurial experience. Brian most recently led the Molecular Diagnostics business for Prometheus, which markets DNA lab tests and companion pharmaceuticals. Brian has previously worked as a Product Manager on Johnson & Johnson's largest product, and managed the marketing projects invested in by Eli Lilly's e.Lilly venture fund. He has also been a founder in some start-up technology companies. His success has been documented in publications including *Fortune*, *The Washington Post*, and *Wired*. Brian's commitment to healthcare began at 13 years of age, when his friend was killed in front of Brian's home after being hit by a car while riding his bicycle. Brian responded to this tragedy when he led the effort to pass the first bicycle helmet law for children in the U.S. in 1990. Brian's efforts were awarded by the American Academy of Pediatrics, and featured on *NBC Nightly News* and a book on activists.

Robin Marzi, R.D., Director of Nutrition and Complementary Health

Ms. Marzi has been a practicing dietician in the Santa Barbara, California region for the past ten years, working with patients to help them achieve their wellness results through medically-supervised programs for diabetes, weight loss, chronic pain management, gastrointestinal disorders, and neurotransmitter balance. Ms. Marzi serves as the Director of Nutrition for Salugen and its corresponding Research Institute, supporting our clients and customers in employing programs to improve their wellness.



John Selle, D.O., Medical Director, Salugen Research Institute

Dr. Selle is a practicing physician in the San Francisco Bay Area. John works with patients in a primary care setting, and also works with adolescents in short-term addiction treatment programs. Dr. Selle has been involved in genetic research and the use of novel technologies to improve the management of various chronic diseases, including diabetes. Dr. Selle serves the Medical Director for Salugen's Research Institute, supporting our clients and patients in employing the proprietary Salugen System to improve wellbeing.

Medical & Scientific Advisors

Medical Advisory Board: The Company is building its medical advisory board. Current members include:

- Dan Furst, MD, UCLA, Rheumatologist and Carl M. Pearson Professor at the School of Medicine
- Vibeke Strand, MD, Stanford, Rheumatologist and Associate Professor at the University
- Georges Halpern, MD, Ph.D, Distinguished Professor at the Hong Kong Polytechnic University and Professor Emeritus of Medicine and Nutrition, University of California, Davis.



- Eric Braverman, MD, an immunologist as well as Director of the PATH Medical Foundation
- Michelle Pietzak, MD, Gastroenterologist and Celiac disease expert at LAC-USC Women's and Children's Hospital, Clinical Assistant Professor at the USC School of Medicine

Scientific Advisory Board: The Company is building its scientific advisory board. Current members include:

- Scott Steffensen, Ph.D., professor and Director of the Neuroscience Center at Brigham Young University, formerly with Scripps Institute and Harvard University
- Kenneth Blum, Ph.D., adjunct professor at the Wake Forest University School of Medicine
- Jay Segal, Ph.D., Director of The Center on Obesity Research and Education at Temple University and a Professor in the Department of Public Health
- Laura Lagano, M.S., R.D., Publications Chair of the American Dietetic Association, Nutrition in Complementary Care Practice Group
- Gerri French, M.S., RD, CDE, a nutritionist and dietician with the Sansum Clinic in Santa Barbara, California who is also the Food & Nutrition Editor for *Diabetes Health* magazine

Salugen Quick Facts

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