

Salugen Announces the End of "One-Size-Fits-All" Nutrition by Setting the Bar for a New Approach to Wellness

Experienced Executives and Researchers join to deliver on the promise of Personalized Medicine, first focusing on complementary and alternative therapies

San Diego, CA (PRWEB) July 10, 2006 – Taking a “one-size-fits-all” pill or eating a “one-size-fits-all” diet to be healthier may become a thing of the past sooner than you think. San Diego, California-based, Salugen, Inc. is setting the bar for a new approach to wellness by delivering DNA-customized nutritional solutions targeted toward the genetic identity of the individual.

At the forefront of genetics and wellness, Salugen is advancing the business of nutrigenomics by blending state-of-the-art genetic testing, product manufacturing, and extensive R&D. Salugen’s nutrigenomic R&D is led by 30 years of research from Dr. Kenneth Blum, a pioneer in the field of genetics who first published research in 1990 in the Journal of the American Medical Association (JAMA) discovering a genetic association with Alcoholism.

Dr. James Smith, Chair of the Department of Physiology & Pharmacology at Wake Forest University School of Medicine states, "Dr. Kenneth Blum is one of the most respected neuropsychopharmacologists in the world and he has made world class contributions to the fields of pharmacology, nutrition and genetics."

Salugen’s Made for Me Process versus ‘One Size Fits All’

Over half of Americans (more than 150 million persons) have turned to nutritional supplements. Not surprisingly, many consumers are confused as they stare at millions of “one size fits all” products on the store shelf. Currently, the only way to know whether a product will work or not is to try it out and see. The chance of actually finding the right dose of the right ingredients is like flipping a coin. Salugen is using genetics to understand how a person is prone to vitamin deficiencies and healthcare concerns. With this genetic information, the Company can simplify decision-making when it comes to the use of vitamins, supplements and nutritional products by delivering a solution tailored for the individual. Unlike other companies in the nutrigenomics field, Salugen is not just testing and interpreting genetic information, it is taking this information to deliver customized nutritional solutions using its patented Made for Me process. From a CLIA-certified laboratory and clinically-supported quality-controlled ingredients, to manufacturing processes that exceed FDA procedures and secure databases, Salugen is applying a needed scientific and rational approach to nutrition while advancing the field of nutrigenomics.

“A cheek swab at home unlocks a unique highly-scientific process that delivers nutritional products guided by your genetic makeup,” says Chief Scientific Officer Dr. Kenneth Blum. “We are utilizing 30 years of research published in peer-reviewed scientific journals as a basis to know what healthcare conditions a patient is genetically prone to having, so that we can provide a customized nutritional regimen where the type and amount of the supplement is literally customized to the consumer.”

According to CEO Brian Meshkin, “Based on a person’s genetic makeup, she would need to eat 3 stems of broccoli to receive the same benefits as another person eating just one stem.” With a mutation in a gene that influences the metabolism of folate enzymes, a person could need significantly more dietary intake of certain foods like broccoli, or nutritional supplementation, to receive important health benefits from essential vitamins and minerals, like folic acid (Vitamin B3). Meshkin goes on to explain, “With the impact diet has on

weight, blood glucose, heart, and joint health, it is reasonable for consumers to know their genetic make-up and then get a solution that is made for them. For instance, if you are someone like President George Bush, number 41, who does not like broccoli, genetically-guided nutritional supplementation may be right for you.”

Started in April 2005, Salugen has been growing rapidly. In less than a year, the Company achieved over \$1M in sales, has over 1,000 customers, gained exclusive licenses to three issued patents, and began its clinical development program. Unlike many early stage life science companies with a marketable product years away due to regulatory hurdles, Salugen is profitable with commercialized products its first year.

“We are building the genesis of a personalized medicine company and we are poised for tremendous growth,” says CEO Brian Meshkin. “We are committed to setting the standard in personalized medicine – a standard by which success is measured. Our approach of performing a genetic analysis prior to anyone using one our products, not only exceeds the standards of the dietary supplement industry, but exceeds the scientific rigor currently employed in the empiric prescribing and dosing of medications.”

In 2006, the Company plans on launching several product lines in the United States, including its DNA-customized weight solution, GenoTrim (www.genotrim.com), and its spa product line (www.SpaGen.com).

About the Company’s Founders

Salugen’s management combines world-renowned scientists and seasoned business leaders. Two of its members include, Chief Scientific Officer Dr. Kenneth Blum and Chief Executive Officer Brian Meshkin.

Dr. Kenneth Blum recently retired after 23 years as a Full Professor of Pharmacology at the University of Texas Health Science Center, San Antonio. He is currently an Adjunct Professor at Wake Forest University School of Medicine. His research has been published in over 300 articles relating to toxicology, nutrition and neuropsychopharmacogenetics in peer-reviewed scientific journals, including the Journal of the American Medical Association (JAMA), Lancet, Nature, and Science. Dr. Blum was the lead discoverer of the first gene associated with alcoholism, credited with identifying the “Reward Cascade” and coined the term “Reward Deficiency Syndrome”.

Brian Meshkin brings a blend of pharmaceutical, diagnostic, and entrepreneurial experience, with a passion for healthcare. Brian recently pioneered pharmacogenetics leading the molecular diagnostics business for Prometheus which markets pharmaceuticals and companion DNA lab tests. Previously, he worked for Johnson & Johnson (NYSE: JNJ), Eli Lilly & Company (NYSE: LLY), and founded an internet start-up. Brian’s commitment to healthcare began at 13 years of age when his friend died in a bicycle accident in front of his home. In response to this tragedy, Brian led the effort to pass the first bicycle helmet law for children in the U.S. and 300 subsequent laws. He has continued to forge innovations in healthcare throughout his life which have been awarded by the American Academy of Pediatrics, United Way, Veterans of Foreign Wars, and many others.

About Salugen

Salugen, Inc., a leading personalized healthcare company, engages in the discovery, development and commercialization of patent-protected genetic tests and companion DNA-customized therapeutics worldwide. With over 30 years of research conducted on the genetic causes and pharmacology of many healthcare concerns, Salugen is a pioneer and leader in delivering personalized medicine. Currently, the Company commercializes nutrigenomic technologies where genetic analysis guides the formulation and delivery of



nutritional solutions that are customized to the individual. The company has headquarters in San Diego, CA, with its high-complexity CLIA-certified laboratory services in Los Angeles, CA. For additional information about the company, please visit <http://www.salugen.com>.

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