



J.W. MOORE
GROUP

Business Plan



NS
Nutraceuticals

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THE COMPANY

NS Nutraceuticals, Inc. (“The Company”) owns the Exclusive Rights (granted by Dr. Jin Feng, Chief Scientist of the Chinese Academy of Science, Beijing, China) for the Distribution, Manufacturing, Sales and Marketing of a proprietary and specifically engineered probiotic based NS Health & Wellness System™, that targets a variety of health problems in both humans and animals.

The Company’s proprietary, NS Health-Wellness System™ uses the Lactic Acid Bacteria (*Lactobacillus and other strains*) and has demonstrated outstanding effectiveness in various health specific problems such as defense against Influenza, the common cold, as well as strengthening the immune system, and many more. Unlike prescription drugs, probiotics have no known adverse side effects.

Upon funding, the NS Health-Wellness System™ products will be ready for launch in the United States and China. The U.S. market potential exceeds US\$270 billion including pharmaceutical segment. The Company will initially market its products via the internet and through over 8,000 retailers in the USA.

The Company’s initial NS Health-Wellness System products are:

- **NS°1 Flu Defense Mist™** (Helps Defend Against Common Cold/Flu)
- **NS°2 Flu Defense Nasal Spray™** (Helps Defend Against Common Cold/Flu)
- **NS°3 Immune Booster Drink™** (Helps Improve Digestive/Immune System)
- **NS°4 Muscle Builder™** (Helps Build Stronger Muscle)
- **NS°5 Senior Health™** (Helps Retard Aging Process/Increase Good Bacteria in the Gut)
- **NS°6 Diabetes Defense™** (Helps Lower the Risk of Contracting Diabetes)
- **NS°7 Heart Health™** (Helps Lower Cholesterol in Heart Disease)
- **NS°8 Stress/Anxiety Defense™** (Helps Lower Anxiety and Stress)
- **NS°9 Digestive Immune Health™** (Helps Boost Immune System/Improve Digestion)

Under our exclusive agreement, the Company has secured a stable production capacity from Japan, and plans to set up a manufacture plant in the Free Trade Zone in China (Tianjin) to control quality, capacity, and ability to maintain for our demand.

The Company plans to launch more Probiotic lines in the near future including Pets, Livestock, Cosmetics, Confections, PowerBars, DentalCare, and more.

The Company has an Advisory Board of 3 distinguished medical doctors and

scientists who are experts in the field of integrative medicine (combined use of modern medicine with natural health alternatives, especially Probiotics). They will not only serve as advisors but as industry spokesmen.

BACKGROUND

During the outbreak of SARS, Dr. Jin's colleague was infected and nearly died. Miraculously, he recovered quickly after inhaling a special strain of Lactic Acid Bacteria (Probiotics-good bacteria). After this incident, Dr. Jin found an interesting thesis regarding Probiotics from American Science magazine validating his belief that it was possible to prevent SARS and possibly other diseases/viruses through the use of Probiotics.

Soon after, during his research and studies, Dr. Jin discovered a new strain of Lactobacillus fermentum found in Mongolian Nomad's fermented food. He then tested this new strain of bacteria and over time, used it for the treatment of more than 10,000 pigs in field tests, and results were phenomenal. Because of this extraordinary result, he went on to discover and develop proprietary, specifically engineered, applications for humans and animals.

His research discovered that about 80 percent of the cells of a human being's immune system are located in the gut, and that the brain and gut have a strong connection. With that in mind, it's easy to see why the health and condition of your gut dictates your overall health. When gut bacteria is out of balance, your digestive system is also being compromised, but more importantly, so is your immune system, and therefore, your body's ability to defend itself against illness and disease is highly compromised.

NS Nutraceuticals' Chairman and Co-founders have been associated with Dr. Jin for many years. It is through their relationship that the Company received exclusive rights for distribution, sales and marketing of its line of proprietary Probiotic based formulas.

It is very important to note that Dr. Jin, his wife (PhD/Scientist-Chinese Academy of Science) along with their entire family, and Company members all take our Probiotics daily.

Globally, extensive clinical research on Probiotics over the past years has shown very favorable and beneficial results. The proprietary NS Health-Wellness System™ insures that our specifically engineered, Probiotic based supplements help strengthen the Immune System and defend against foreign invaders (germs-viruses, bad bacteria, etc.).

“The need for continued use of Probiotics will drive consistent repeat sales”



Vision, Mission, and Goal

Our Company Vision is to bring greater Health and Wellness to the world.

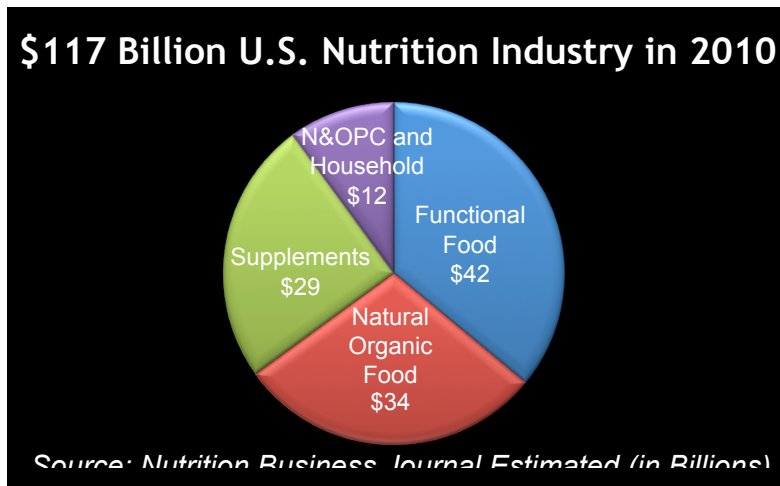
The Company Mission is to provide our proprietary NS Health-Wellness System™ to serve humanity against viral invaders.

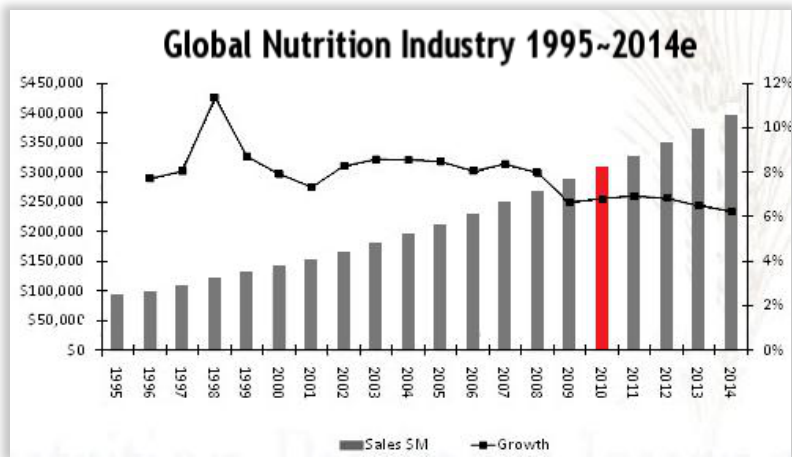
The Company Goal is to be a World Leader in the Health and Wellness markets, and aims to capture **0.1%** of the \$270 billion market segments (Nutrition/Pharmaceuticals) within 5 years.

The Company plans to secure a significant portion of the Livestock Feed Industry by licensing and wholesaling our natural Proprietary Probiotic Food Supplements thus assisting in the overall elimination of antibiotics currently being used in human food consumption.

Market Opportunity

While other industries began to sink amidst the 2007 global economic tsunami, the U.S. Nutrition Industry grew from 8.7% = **\$101.8 billion** to 15% = **\$117 billion** in 2010. The Global Nutrition Industry exceeded \$300 billion in 2010.





Probiotics are currently in Supplements and Functional Food segments. As our Company grows with aggressive marketing, we are likely to penetrate into some portion of the pharmaceutical market described below;

US Market (2008)	Market Segment Size (in Millions)	Products	Projected in 5 years (in Millions)	NS Market Share
Probiotics	\$8,000	Line of NS	\$8	0.10%
Supplements	\$29,000	Line of NS	\$29	0.10%
Functional food	\$42,000	Line of NS	\$42	0.10%
Common Cold/Flu	\$10,000	NS° 1, NS° 2, NS° 9	\$10	0.10%
Immune Diseases	\$42,000	NS° 9	\$42	0.10%
Irritable Bowel Syndrome (IBS)	\$26,000	NS° 9, NS° 5	\$26	0.10%
Central Nervous System Drug	\$56,000	NS° 9, NS° 8	\$56	0.10%
Disinfectant & Antimicrobial	\$1,000	NS° 1	\$1	0.10%
Diabetes Drugs	\$6,000	NS° 9, NS° 6	\$6	0.10%
Cardiovascular Drug	\$43,000	NS° 7	\$43	0.10%
Protein/Amino Acids	\$4,000	NS° 4	\$4	0.10%
Skincare/Anti-aging	\$3,000	NS° 5	\$3	0.10%
Total	\$270,000		\$270	0.10%
Pet Care	\$14,000	NS° Pets	\$14	0.10%
Animal Feed Antibiotics	\$40,000	NS° Livestock	\$40	0.10%

Estimated in 2009	Population
Baby Boomer Population (U.S.)	79 million
Air Travel Population (U.S.)	380 million
International Air Travelers	1.4 billion

U.S. Farm Animals	Estimated Population (heads)
Cattle	97 million
Swine	120 million
Poultry	9 billion
Fish	10 billion
	19.21 billion

Source: Wikipedia, MarketsandMarkets, Nutrition Business Journal

MARKETING

The Company believes our quintessential products along with aggressive marketing/promotions/advertisements are "KEY" to success. Now is the time to target and capture potential market shares through our aggressive marketing team.

NS Health-Wellness System™ products have exclusive features that appeal to people already involved in and/or looking to develop a healthier lifestyle.

NS Health-Wellness System™ products offer licensing opportunities and unique 'marketing concepts' that will aggressively drive sales and distribution.

The Company will utilize an effective and efficient combination of marketing techniques to build public awareness and a significant consumer base.

- **Boost Consumer Confidence:** Consumers are inconsistent and frequently hesitant to buy a product they know little about. Our marketing will emphasize the quality and value of our products.
- **Develop Customer Trust:** A buying decision is emotional for many. We will create consumer trust in our company's products, through blogging, email marketing, video emails, and a variety of techniques.
- **Overcome Objections:** The Company marketing strategy will emphasize testimonials, endorsements, and positive methods to attract new customers.
- **NSN Probiotics Brand Promise:** *"NS Nutraceuticals help to support you against upsets of bodily function and disease now and as you age"*

Pricing Strategy

The average competitors price in the market is approximately \$0.50-\$1.00 per capsule with 20-60 capsules per bottle. (see Page 15 for Competitive Analysis)

NSN Line	Bottle	Suggested Prices	Discounts	Discounted Price	Costs	Profits
NS° 1 & 2 Mist Spray	30ml	\$19.95	0%	\$19.95	\$4.89	\$15.06
		\$19.95	30%	\$13.97	\$4.89	\$9.08
NS° 3 Immune Booster Drink	130ml	\$2.25	0%	\$2.25	\$0.60	\$1.65
		\$2.25	30%	\$1.58	\$0.60	\$0.98
NS° 4~9	300mg	\$39.95	0%	\$39.95	\$11.20	\$28.75
	60 capsules	\$39.95	30%	\$27.97	\$11.20	\$16.77

Product Summary

Dr. Jin has laboratory and field tested his proprietary Probiotics for more than seven years with phenomenal results. In Japan, he has successfully sold over \$20 million.

The Company firmly believes its specifically engineered, proprietary Probiotic NS Health-Wellness System™ products with continued research will lead to miraculous discoveries in the future.

- **NS°1 FLU DEFENSE MIST™ (Probiotic based spray mist for mucosa):** helps protect against the Common Cold and Flu, and reduce lung infections by gently spraying **NS°9 FLU DEFENSE MIST™** spray on to the face. Research has confirmed that Probiotic bacteria inhabit the nasal cavity, the mouth and the throat and defends and protects against germs trying to enter body cells to reproduce and cause illness. Our product does not harm, cause discomfort or damage skin or eyes, and is also safe for children when used with parental guidance.
- **NS°2 FLU DEFENSE NASAL SPRAY™ (Probiotic based nasal spray for mucosa):** helps protect against the Common Cold and Flu, and reduce lung infections by gently spraying **NS°9 FLU DEFENSE NASAL SPRAY™** spray into the nasal. Research has confirmed that Probiotic bacteria inhabit the nasal cavity, the mouth and the throat and defends and protects against germs trying to enter body cells to reproduce and cause illness.
- **NS°3 IMMUNE BOOSTER DRINK™ (Probiotic based drink):** helps maintain a healthy immune system. The immune system is an active component of the body, working constantly to protect the body from environmental factors and germs to maintain

optimal health and general well-being. This **NS°3 IMMUNE BOOSTER DRINK™** can use by all ages.

- **NS°4 MUSCLES BUILDERS™**: Helps digest nutrients and transform them to Amino Acids that are allowed to transfer through the Mucosal Tissue that lines the intestine which build healthy muscles, tissues and brain. Amino Acids are extremely essential especially in one's metabolism and their role as in Protein building blocks and Muscle Synthesis. Amino Acids make up 75% of the human body, and produce over 50,000 proteins and over 15,000 Enzymes, and many physiological processes relating to Bodybuilding from Energy, Recovery, Fat Loss, and Strength.
- **NS°5 SENIORHEALTH™**: helps increase good bacteria in the gut, cleanses internal intestines, reduces stool odor, helps promote brain health, helps retard aging process, and more; the number of older Americans is expected to reach 71 million, or roughly 20% of the U.S. population, by 2030. Aging makes the body more vulnerable to disease, digestive disorders, and parasitic illnesses. Increased antibiotic use can lead to diarrhea and other intestinal diseases, because *most seniors have low levels of good bacteria in the gut*.
- **NS°6 DIABETES DEFENSE™**: helps lower the Risk of Contracting Diabetes. Nearly 2/3 of Americans are Overweight and Diabetes is the most common metabolic disorder in the world. Risk factors are heart disease, kidney disease, stroke, blindness and early death. There are two types of diabetes, Type I and Type II. Type I diabetes, is thought to be an inherited disorder in which the body's immune system attacks pancreatic cells. Diabetes is an autoimmune disease. The body is unable to produce enough insulin to regular blood sugar levels, and unless insulin levels are brought under control, serious complications or even death can result.
- **NS°7 HEART HEALTH™**: Helps lower blood pressure and blood sugar, especially increasing HDL (good) levels; Coronary Heart Disease (CHD) is caused by a narrowing of the coronary artery that feeds the heart. It's the most common form of heart disease, affecting some 7 million Americans, and it's also the number-one killer of both men and women. Each year, more than 500,000 Americans die of heart attacks caused by CHD. It can survive the journey into the intestines, where it can start pumping away on the bile, resulting in the excretion of the bile, and observed to produce a 38 percent decrease in total cholesterol.
- **NS°8 STRESS/ANXIETY DEFENSE™**: Helps increases Serotonin and Dopamine for better sleep, less stress and anxiety; Major depression is associated with a state of reduced serotonin and dopamine transmission, chemical in the brain. However, the gut creates most serotonin (90%-95% travel to the brain), dopamine, Glutamate, GABA, Norepinephrine, and hormones. It is involved, to one degree or another, in appetite, sleep, mood, memory, learning, endocrine regulation, smooth muscle contractions, migraine headaches, motility of the GI tract, blood platelet homeostasis, so on.

Balancing these chemicals by good bacteria production in the gut is critical to restoring the balance of chemical productions.

- **NS°9 DIGESTIVE IMMUNE HEALTH™**: helps enhance digestive and immune system against foreign invaders and balances the gut ecosystem by increasing good bacteria, 70% of immune system are founded in the digestive tract. The immune system in the gut or gut-associated lymphoid tissue (GALT) works to protect the body from foreign invasion. Gut flora (Good Bacteria) is responsible for breaking down carbohydrates into short chain fatty acids. We're wholly dependent on our gut flora which absorbs nutrients from food we ate. Not like Yogurt, **NS°9 DIGESTIVE IMMUNE HEALTH™** won't increase your weight.

Sales and Marketing Strategy

NS Nutraceuticals will target the following markets:

- 1) Baby Boomers for Healthier Life Style (79 million in the U.S.)
- 2) Women - 25+ who are primary purchaser of family healthcare products
- 3) Traveling Markets (1.4 billion international passengers-Airlines, Hotels, etc.)
- 4) Drug markets (33,000 drug stores - Walgreens, CVS, Wal-Mart, Rite Aid, etc.)
- 5) Supermarkets and Wholesale Club Stores (Kroger, Safeway, COSTCO, etc.)
- 6) Hospitals, Physician, Senior Homes, and Veterinary Markets
- 7) U.S. Military (more than 1.4 million personnel)

Marketing: Channel Priorities

Emphasis is on non-traditional, advanced means of communicating directly with consumers to deliver specifically engineered, proprietary NS Health-Wellness System™ brand promise.

CONSUMER STARTS	SUPPORTING ROLE	TRADE STARTS
Consumer Website Social Blogs Banners Email/SMS/Mobile KPOIs (key points of interest) PR TV/Radio/Print Featured Retail Outlets Affinity Group Sample	Direct Mail Local Print Retail POS (point of sale) Sampling	Marketing Brochure Trade Website Trade PR Slotting Sales Incentive Retail POS Sampling Promotion Calendar

Initial Marketing Plan

Marketing communications are planned to build buzz and fill the distribution pipeline prior to launch and include ongoing communications to sustain and grow demand (see Page 12)

	PRE-LAUNCH	LAUNCH	SUSTAIN
Trade Website	Presents Proportion & Plan, Communicates Terms of Trade, Collects Sales Leads	Continues to Communicate Terms of Trade, Promote Sign Up and Merchandise Success Story	Promotion Calendar and Success Stories
Consumer Website	Under construction teaser, Registration Sales Leads	"Grand Opening" Offers and Incentives to Register	Promotion and Success Stories
Digital Ads	Teaser Banners Promote Registration	"Grand Opening" Online and Participating Stories	Flighted and Behaviorally Targeted Banner Ads
Social, Blogs	Create Buzz / Drive Registration for Pre-Sale Offers	Create Buzz / Continue to Drive Registration for Trail Offers for Friends and Family. Post YouTube Infomercials	Merchandise Success Satisfaction Stories
Email, SMS, Mobile		Flighted Messaging to Initial Buyer "Look a Likes"	Flighted Messaging to Initial Buyer "Look a Likes"
KPOIs		Sampling Kiosks at Key Points of Interest; Train Stations, Airports, Malls, Corporate Churches, Concerts, etc.	Seasonal Sampling Kiosks at Key Point of Interest; Train Stations, Airports, Malls, Corporate Churches, etc.
PR		TV/Radio/Print Tours (GMA, Opera, Oxygen, etc.)	
Group Sampling	Sampling AARP, Junior League, Corporate	Group Selling Events	Group Selling Events
Direct Mail		Flighted Messaging to Initial Buyer "Look a Likes" Driving Response to Site	Flighted Messaging to Initial Buyer "Look a Likes" Driving Response to Site
Trade Sell-In	Key Account Presentation	Key Account Launch Assessments	Periodic Trade Promotions Seasonal Sales Drives

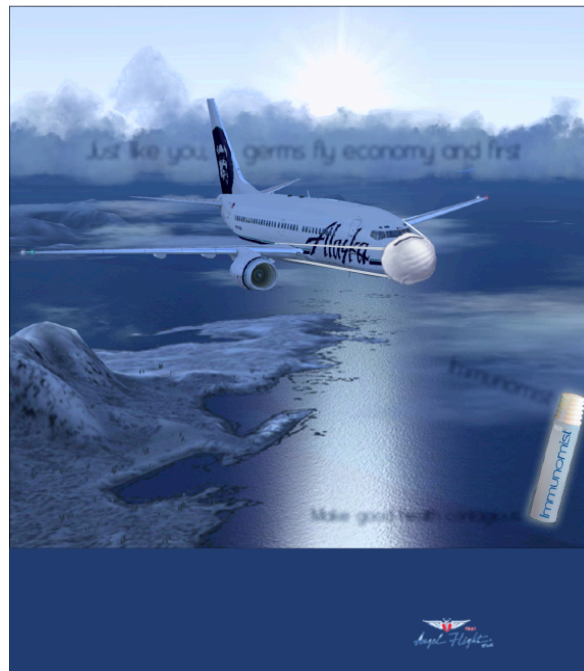
Marketing - Packaging / Ads

Packaging is intended to convey health in clean and crisp design appearing to our primary target of women 40+.

Preliminary packaging designs and advertising concepts are being developed, several of which are seen below.

Advertising will create awareness of NSN probiotics and differentiate our line of products in engaging and compelling ways.





Social media and Engagement

Social and Engagement strategy will leverage consumer awareness of the NSN Probiotics and enable consumer endorsement of the brand in the following ways:

- Create/leverage networks of people in the personalized healthcare movement
- Mobile apps and contents
- Branded products website
- News blog covering the personalized healthcare movement
- Cause campaign
- Crowd testing and conferences / Meetups

MyImmunomist.com

Our strategy is to launch our marketing efforts with initial emphasis on NS°1 and NS°2 Flu Defense Mist Spray utilizing the brand name Immunomist into the U.S. domestic air industry (380 million passengers/year) to help prevent airborne virus transmissions, and to capture minimum of 0.1% of market shares.

- Peer-to-peer networks of people in the personalized healthcare movement
- Personalized health action plan
- Free with purchase of Immunomist
- Customers register online
- Get links to activist health communities and events
- Survey takers also get personalized health tips, and more high-value content

Conference Strategy

- HealthHackers conference
- Highlights leaders of personalized health care movement
- Capture video and distributes online
- Livestreams key notes
- Attendees given public health problem to solve on-site, in groups with significant financial prize to be awarded

Public Relations Plan

Public relations (PR) is designed to supplement the marketing initiatives and increase awareness among the media and the public of the NSN product line and its effectiveness. Paired with a strong advertising and marketing program, PR is a cost-effective way to generate familiarity among prospective customers.

Tools	
Press Releases	Designed to generate media coverage for launch, new distributors and retailer relationships, new ad campaigns, product expansions and other company news
Interviews	Earned media opportunities involving company executives, product enthusiasts and product developers. These will be tied to NSN news developments to sustain buzz
Website	Distribution of all material to online media outlets, health-related bloggers, establishment of a media section, interactive features (polls) on the NSN Probiotics site
Channels	
Print Consumer Media	Health & fitness magazines, newspapers, and online columnists
Print Trade Media	Retail, health, marketing, advertising, health care, and pharmacy
Broadcast Media	Direct pitches to specific TV and radio talk shows, and health reporters
Social Media	Interaction on related blogs, forums, and regular Twitter feeds

Milestones - within first 6 months

Completion of web site
Finalize purchase of 50% of Dr. R Brand Inc
Initial placement/promotion with Threshold
Agreement with Airline partner for Immunomist
Add at minimum one new distributor
Implementation of first stage of marketing plan
Continue to secure additional funding

COMPETITORS

COMPETITIVE ANALYSIS								
DIGESTIVE HEALTH								
Product Name	Company Name	Suggested Price	Quantities (Capsules)	Digestive Health	Immune System	Quality	Effectiveness	Overall Score
Naturaelle DigestiveCare	Wellness Nutrition	\$39.95	30	10	9	10	10	9.5
ALIGN	Proctor & Gamble	\$15.00	30	8	9	9	7	9
Florastor	Medical Future	\$49.95	50	9	8	8	7	8.5
Primal Defense	Garden of Life	\$37.99	60	9	8	8	7	8
Culturelle	Amerifit, Inc.	\$19.95	30	7	8	7	7	7
Source: BestProbioticProducts.org 10 being the highest number a product								
Digestive Immune Health	NS Nutraceuticals	\$39.95	60	10	10	10	10	10
COLD/FLU REMEDIES								
Product Name	Company Name	Suggested	Quantities	Probiotics	Cold/Flu	Immune		
Airborne	Airborne, Inc	\$6.59	10 tablets	No	Yes	Yes		
Zicam Oral Mist	Zicam LLC	\$13.29	30 ml	No	Yes	Yes		
No Cooties	No Cooties	\$12.00	60 ml	No	Yes	No		
Flu Defense	NS Nutraceuticals	\$19.95	30 ml	Yes	Yes	Yes		
STRESS & ANXIETY								
Product Name	Company Name	Suggested	Quantities	Probiotics	Stress	Immune		
Seredyne	BioNeurix	\$34.95	60 capsules	No	Yes	No		
MoodAid	Nature's Way	\$22.49	60 soft gels	No	Yes	No		
Clarocet	Medicor Lab Corp.	\$42.50	45 tablets	No	Yes	No		
Stress/Anxiety	NS Nutraceuticals	\$39.98	60 capsules	Yes	Yes	Yes		
MUSCLE BUILDER								
Product Name	Company Name	Suggested	Quantities	Probiotics	Muscle	Immune		
100% Whey Protein	Optimum Nutrition	\$39.99	2.0 lb	No	Yes	No		
No.Explode	BSN	\$69.99	2.25 lb	No	Yes	No		
Animal Pak	Force Factor	\$41.97	44 paks	No	Yes	Yes		
Muscle Builder	NS Nutraceuticals	\$39.98	60 capsules	Yes	Yes	Yes		
DIABETES								
Product Name	Company Name	Suggested	Quantities	Probiotics	Diabetes	Immune		
Completia	Nature's Way	\$28.49	90 tablets	No	Yes	No		
Best R-Lipoic Acid	Doctor's Best	\$33.99	60 capsules	No	Yes	No		
Diabetes Health Pack	Nature Made	\$28.89	120 tablets	No	Yes	No		
Diabetes Defense	NS Nutraceuticals	\$39.98	60 capsules	Yes	Yes	Yes		
HEART HEALTH								
Product Name	Company Name	Suggested	Quantities	Probiotics	Heart Health	Immune		
Centrum Cardio	Centrum	\$19.99	12 tablets	No	Yes	No		
Co-Q 10	Puritan's Pride	\$20.49	60 soft gels	No	Yes	Yes		
Cardio Health Program	GNC	\$49.99	30 vitapaks	No	Yes	No		
Heart Health	NS Nutraceuticals	\$39.98	60 capsules	Yes	Yes	Yes		
SENIOR HEALTH								
Product Name	Company Name	Suggested	Quantities	Probiotics	Anti-Aging	Immune		
DHEA Plus	Life-Flo Healthcare	\$19.99	250 tablets	No	Yes	Yes		
Anti-Age	Equavie	\$70.50	120 tablets	No	Yes	No		
Vesveratrol	Coaction Media	\$50.00	60 capsules	No	Yes	Yes		
Senior Health	NS Nutraceuticals	\$39.98	60 capsules	Yes	Yes	Yes		

Our Competitive Advantage

There are many Probiotic companies that exist, however we believe our products are far superior and without doubt, the finest money can buy. Our specifically engineered proprietary probiotics defend and protect against viral infections including many illnesses and our management team is superior in its passion and desire to excel in our chosen field of integrated and alternative medicine.;

- NS Nutraceuticals management team consists of seasoned players with extensive marketing & sales knowledge and experience within the industry.
- NS Health-Wellness System™ line of products will be filed as trade secrets and will hold copyrights.
- NS Health-Wellness System™ line of products has a long shelf- life of up to two years.
- NS Health-Wellness System™ are standalone products, unique and effective for the entire family.
- NS Nutraceuticals has a certified inspector (Quality Assurance International, “QAI”), which sets official standards for organic foods and dietary supplements, and supervises production for highest quality control.
- NS Health-Wellness System™ products were tested with animals, such as pigs, chickens, and flounder with exceptional results.
- NS Health-Wellness System™ products have no known side effects.
- NS Health-Wellness System™ products dramatically lower stool odor, help support boost the immune system.

Aside from the quintessential product itself, the Company strongly believes that aggressive marketing/promotions/advertisements are “KEY” to success.

Strengths, Weaknesses, Threats, And Opportunities

Strengths	Weaknesses
Thoroughly tested and already sold and • created a highly successful market in Japan Offers affordably priced products that are sensitive to customers' spending habits • Provides a wide selection from which to choose • Experienced management team	The Company does not yet have brand • recognition or been introduced to the public Numerous businesses currently provide many of probiotic products • The Company's business model is currently unproven
Opportunities	Threats
• Taps into the popularity of the baby boomers and airline passenger industry Potential to partner with other businesses operating in Health Wellness products	The Company will face competition • from other well-businesses that offer similar products New entrants into the market may be • quickly able to build an effective e-commerce site

MANAGEMENT

Directors and Executive Officers

The following individuals serve as directors and executive officers of **NS Nutraceuticals, Inc.** All directors of the Company and our subsidiary hold office until the next annual meeting of shareholders or until their successors have been elected and qualified.

Executive Officers and Directors	
Name	Position
Linda Scott	Chairman/Director/Co-founder
Keith Hatanaka	Vice-chairman/Director/Co-founder/CFO
Jerry Moore	Chief Executive Officer (CEO)
Steve Stepanek	Chief Marketing Officer (CMO)
Chris Scott	Director Customer Experience
Marcia Stepanek	Director, Media Initiatives and Investor Relations
Steve Ulin	Creative Director
Dr. Jin Feng	Chief Scientist/Director/Co-founder/Advisory Board
Dr. Steven Rosenblatt	Advisory Board Member
Dr. Todd LePine	Advisory Board Member

Linda Scott - Chairman, Industrial Relations & Director



Ms. Scott was prominent in the fields of communications, and public relations, enjoying strong affiliations in media and entertainment with ABC, 20th Century Fox, Warner Bros, and Universal. She then joined management at the Prudential Corp creating multimillion dollar property transactions setting record sales. In 2001, Ms. Scott took up residence in Hong Kong and was Co-Founder/Director of Barter Exchange Ltd introducing an innovative business model for the Chinese government and international cross border investments. She was guest speaker to the Counsel Generals of the Commonwealth as well as hosting many events attended by Ambassadors and politicals from other countries. Ms. Scott Co-founded Aragon Industries UK, and in 2008 co-founded NS Nutraceuticals LLC. Currently she is Chairman and Director of NS Nutraceuticals, Inc.

Keith Hatanaka - Vice-Chairman / Director/ Chief Financial Officer

Mr. Hatanaka has more than 30 years experience in the Financial and Investment Sectors of business and consulting for clients through private equity firms, and later joined at Republic Bank of New York Securities Corp as a Vice President. Later, residing in Hong Kong, he was highly involved with Chinese government projects and founded Barter Exchange Ltd serving as Chairman. In 2006, Mr. Hatanaka founded Aragon Industries UK overseeing infrastructural projects with Sovereign groups. In 2008, he formed NS Nutraceuticals LLC and later formed NS Nutraceuticals, Inc. with exclusive rights to distribute, market and sell a breakthrough Probiotic formula discovered by Dr. Jin. Mr. Hatanaka is currently Vice-Chairman and Director of the Company. Education: Aoyama Gakuin University, Tokyo, Japan; College of Science and Engineering, Department of Mechanical Engineering.



Jerry Moore - Chief Executive Officer

Leadership to move NS Nutraceuticals into a top position in the Health and Wellness Industry. Mr. Moore brings a wealth of experience and boundless energy to managing the Company brand. His 30 years of management experience includes Omnicom's Ketchum Communications, Interpublic's Falhgren/Lintas and his own Moore Communications Group, where he helped to build brand belief and business for Hanes, Volvo, McDonald's, DSW, Wrangler, CIGNA, NAPA, National Geographic and Rubbermaid. Mr. Moore excels at seeing through complexity to solutions and opportunities then building a team to deliver results. His experience in healthcare includes Owens Illinois Prescription Products, Pfeiffer Pharmaceutical, Baxter, Cigna and Dr. R Brand.



.Mr. Moore holds a BA degree from Ohio State University and has taught at the Wake Forest Babcock School of Business.

Steve Stepanek - Chief Marketing Officer

Build strong strategic thinking and insight to drive NS Nutraceuticals sales. Mr. Stepanek with more than 25+ years of advertising, marketing & sales, has worked with some of the world's best-known brands including Ford, H.J. Heinz, Marlboro, GM and Goodyear. He has served in senior strategy and executive management positions at JWT, Ogilvy, Leo Burnett and BBDO. His experience includes the development of global advertising plans and their adaptation to local country business, social and media cultures. Mr. Stepanek's experience also includes leadership of North American Sales Operations at Audi of America and Business Development and Strategy for Acxiom Corporation, a global provider of database, direct and digital marketing solutions.



Mr. Stepanek has attended employer sponsored Executive Development programs in leadership and global marketing at Duke University and MIT. He holds MSBA, MBA and BFA

degrees from Northern Illinois University. He has also served as Adjunct Professor in Qualitative Research and Account Planning at Michigan State University.

Chris Scott - Director, Customer Experience



Innovative planning to make NS Nutraceuticals stand out from the rest. Mr. Scott has 20+ years skill as a corporate thinker, researcher, analyst and strategist gained in the worlds of journalism, marketing and public relations. Mr. Scott has led client relationship engagements for the American Association of Endodontists, The Kellogg School of Management at Northwestern University, Structured Development, Hyundai Heavy Equipment, USG Corp., and the Federal Reserve Bank of Chicago. In this capacity, Mr. Scott has developed innovative customer communications programs and marketing solutions in the financial services, retail, real estate development and technology sectors. A former broadcast journalist, he specializes in generating sustained media interest in client projects and products.

Mr. Scott attended the University of Chicago with a double major in Behavioral Sciences and Biology, although he decided not to move forward with plans to attend medical school in New York. As a journalist, he had successful engagements at United Press International, Reuters, Crain Communications, Digital Chicago and Digital New York and several marketing and advertising trade publications. Mr. Scott has also served as Adjunct Professor at Northwestern University's Medill School of Journalism.

Marcia Stepanek - Director, Media Initiatives and Investor Relations



A one-of-a-kind social media advantage for NS Nutraceuticals. Ms. Stepanek is a former Knight Fellow in New Media at Stanford University and has successfully launched new companies and innovative information strategies and content for new and emerging audiences. Since the early 1990's, she has led coverage of the Internet and its impact on society at Hearst, Knight-Ridder, Business Week and Ziff Davis. Ms. Stepanek has won several major awards including the George Polk Award and a National Press Club Award for Washington Correspondence. She was also a finalist for the Pulitzer Prize. Her latest book, *Swarms* - about the rise and evolution of Web-wired, self-organized groups and their impact on established business, culture, philanthropy and society—is due out later this year. In addition to her editorial work, Ms. Stepanek has worked as a social media and digital storytelling consultant whose clients include New York University and the Dublin-based international youth music nonprofit Blastbeat.com.

Ms. Stepanek holds a BA (Journalism & Political Science) from the Northern Illinois University, a MA (Public Affairs Journalism) from the University Illinois, John S. Knight Fellowship from the Stanford University, Jefferson Fellowship from the University of Hawaii, Chicago Tribune Illinois Statehouse Scholarship from Political Reporting Internship, Wharton Seminar for Business Writers from the University Pennsylvania, Japanese language Training from the Sophia University Tokyo, and National Press Foundation Management Seminar from the University Maryland.

Steve Ulin - Creative Director

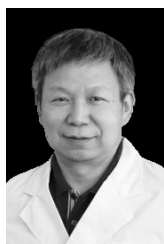


Next-level creative thinking to give NS Nutraceuticals an enduring appeal. Mr. Ulin's background is international, having worked at top agencies in London, New York and Sydney. His experience includes Saatchi & Saatchi, Ammirati & Puris and Swift and Ulin, an agency he co-founded in Sydney with business from Panasonic, Nestle, 3M, Unilever, P&O shipping and Kimberley-Clark. Mr. Ulin has created internationally awarded work for Volvo, Sony, BMW Cars, BMW Motorcycles, Heineken, Panasonic and Nestle. Writing on advertising, the creative process and business, his articles have appeared in Adweek, Brandweek, Advertising Age and the Sydney Morning Herald.

Mr. Ulin holds a BA degree from the University of Pennsylvania, Diploma in Communications from the Edinburgh University, Scotland, and a Diploma in Advertising from the West Herts College, United Kingdom.

Advisory Board Members

Dr. Jin Feng - Chief Scientist, Co-Founder



Dr. Jin Feng, Professor of human genetics, graduated from Department of Anthropology, Faculty of Sciences, the University of Tokyo with honors and obtained his master degree and doctorate. Since 1993, as associate professor, Dr. Jin worked in the Institute of Genetics, Chinese Academy of Sciences, JSPS post doctor researcher for the International Research Center for Japanese Studies, Kyoto, successively.

From 2004, Dr. Jin has been professor in the Institute of Psychology, Chinese Academy of Sciences. Besides the current research position, Dr. Jin has received several professorships in universities and research organizations for cooperated studies and is supervisor of graduate students in fields of life science and molecular archeology. Dr. Jin is also organic processing executable inspector of Quality Assurance International (QAI, USA).

Dr. Jin's current scientific research along with his team of scientists covers many areas including human symbiosis bacteria, molecular medicine, human population genetics, forensic science, molecular anthropology, and behavior biology. Dr Jin has written numerous scientific papers and articles and his discoveries have contributed to countless research studies. His major programs for doctorate research are ongoing in Japan, China and will include the United States.

Dr. Steven Rosenblatt - Advisory Board/ Medical Advisor



Dr. Rosenblatt graduated from UCLA and the prestigious Hong Kong Acupuncture College. He was the first Westerner licensed to practice acupuncture in the U.S. Dr. Rosenblatt was the Founder and past President of the California Acupuncture College. He was the co-founder and Clinical Director of the UCLA Acupuncture Clinic and he is National Board Certified in Acupuncture. He is licensed as a medical doctor in California and Hawaii and is Board Certified in Family Practice.

Dr. Rosenblatt has served on the Advisory Committee of the American Nutraceutical Association. He served as the Program Coordinator of the Complementary Medicine Program at Cedars-Sinai Medical Center. He is the author of several research articles and the best selling book "The Starch Blocker Diet" published by HarperCollins. This book is now selling in the paperback edition and has been translated and published in German. Currently it is being translated into Spanish and Chinese.

Dr. Rosenblatt served as Vice President of Medical Affairs and as a Board Member of StarMed Group, Inc., a publicly traded company on the US Stock Exchange, from 1998 until 2008. This company produced and distributed a line of natural supplements in the retail marketplace. It also owned and operated several Complementary Health Clinics in California and Hawaii.

Dr. Rosenblatt is currently founder and President of "Dr.R" Brand products, a leader in the development, manufacture, and marketing of quality vitamins, and nutritional supplements. He is a nationally recognized leader in the field of Integrative Medicine and his major interest is the utilization and integration of Complementary Medicine in the Western medical clinic. He maintains a busy clinical practice combining Family Practice medicine, acupuncture, and complementary modalities, including bio-identical hormone replacement, at his office in West Los Angeles and is currently on staff at Saint John's Health Center in Santa Monica.

Dr. Todd R. LePine - Advisory Board/ Medical Advisor



D. LePine graduated from Holy Cross College, and received Cum Laude at Dartmouth Medical School. Currently Dr. LePine is a Private Practitioner in Internal Medicine, a Staff Physician at The UltraWellness Center, Lenox, MA, and he was a Staff Physician at Canyon Ranch Health Spa Lenox, MA until last year.

Dr. LePine has Memberships with Massachusetts Medical Society, Berkshire District Medical Society, American College of Physicians, Institute for Functional Medicine.

He conducted many seminars in the US, such as Nutraceuticals and Autoimmune Disease Presentation at ACAM 2009 in Las Vega, Integrative approaches to Breast Cancer Prevention

and Gut Health for Whole Foods Market in Amherst, Integrative Functional Medicine lecture to students and faculty at Dartmouth Medical School.

He also conducted weekly Integrative Medical lectures, such as Integrative approaches to Gut Health for Biotics Research, UltraPrevention, Integrative Approaches to Women's Health, Digestive Wellness, How Healthy is your Heart and The Science of Detoxification at Canyon Ranch Health Spa in Lenox, MA. Moreover, Contributing editor for the Metamatrix Handbook, Clinical Reference Manual - Areas of Interest: NutriGenomics, Detoxification Bio-chemistry, Optimal Aging, PsychoNeuroEndoImmunology, Intestinal Microbiota in Health, Clinical applications of Information Technologies.

Eugene L. Trope - Advisor to Chairman

Eugene L. Trope Esq. possesses more than 60 years of legal experience and joined his brother, Sorrell Trope, in 1949 in the establishment of Trope and Trope LLP. Before attending law school, Mr. Trope was a First Lieutenant in the U.S. Infantry during World War II. Mr. Trope has been involved in matters in both state and federal courts. His reputation in the legal community has earned him Martindale-Hubbell's prestigious "AV" rating, which signifies the highest level of professional excellence and ethical standards.

Mr. Trope also has extensive experience in the health care industry, having served as chairman of the board of several acute hospitals in Southern California. In this area, he has negotiated the acquisitions of acute hospitals, convalescent hospitals and other forms of health care facilities. In this connection, he has represented numerous health care facilities representing such facilities in negotiating and resolving disputes not only with the State of California, but also representing said facilities in their disputes with federal agencies.

In addition to his experience as an attorney, Mr. Trope has worked extensively with the nationally known foundation "Habitat for Humanity," the organization founded by former President Jimmy Carter. These services were rendered pro bono and resulted in a new home for a needy family of five. Mr. Trope also served as Judge Pro Tem, Los Angeles Municipal and Superior Courts from 1993 to 2001, and was involved in Alternative Dispute Resolution with the American Bar Association and Beverly Hills Bar Associations from 1994 to 2001.

William Yuan - Advisor to Vice-Chairman

Mr. Yuan has eighteen years of experience on Wall Street and is a member of both the United States and International Who's Who of Finance and Technology. He has gained a reputation for his expertise in defining and developing burgeoning trends in various leading industry sectors which includes consumer staples, media/entertainment, finance/insurance, healthcare, life sciences, and technology. Mr. Yuan has been a key strategist for major institutions, advising those companies on their directional market focus and corporate strategic management. He has served on the board of directors of various private and public companies, playing a major role in the management of operations and execution of critical business strategies. He attended Cornell University and Harvard University's JFK School of Economics and Government as a Mason Fellow.

FINANCIALS

In Japan, Dr. Jin's products have generated more than \$20M in sales with little advertising wholly depending on Japanese websites.

Upon funding, the company will test market our products in the Mid-West through our expert marketing team's distribution channels (8,000 retailers in the U.S.) including internet sales, social media, and other. Within 7 months of operation, the Company will begin to generate revenues.

Regardless of economic times, research has shown that 150 million Americans continue to spend more annually on bodily health, especially women 40+, 79 million baby boomers within the U.S. will continue to increase spending for healthcare and preventable medicines.

Use of Proceeds

This financial information is only a summary. The results are prepared by management and have not been reviewed or audited by independent accountants.

USE OF PROCEEDS		
GROSS OFFERING	\$3,000,000	100%
General & Administration		
G & A Payroll	\$324,000	11.17%
Advisors	\$98,000	3.27%
Sales & Marketing		
Sales & Marketing Payroll	\$204,000	6.80%
Sales & Marketing/Promotion	\$1,130,000	37.67%
Payroll Tax	\$95,550	3.19%
Rent	\$36,000	1.20%
Utilities/Office Supplies	\$24,000	0.80%
Insurance	\$50,000	1.67%
Legal	\$50,000	1.67%
Accounting	\$40,000	1.33%
Ongoing R&D	\$300,000	10.00%
Other & Cash Reserves	\$648,450	21.25%
Total Working Capital	\$3,000,000	100.00%

Total expenses for general & administrative expenses cover operational costs through initial products launch are budgeted \$626,000. Ongoing research budget \$3000,000 is for setting up liaison offices between the Chinese Academy of Science and U.C.L.A. to do further research on bacteria for protection of disease. The amounts and timing of the actual expenditures will vary. The above allocations represent the Company's best estimate based upon current plans and anticipated expenditures.

Financial Projections

The sales forecast indicates that growth will be fast and steady, due to highly aggressive marketing. Numbers are based on the minimum amount of sales required to retain placement in each retail account as advised by the national drug store brokerage company.

Margins are based on current ingredient and contract manufacturing prices, and subject to change. The cost of marketing may be affected by changes in advertising rates.

Initial volume production will begin within 7 months of operations. Self-sustaining operation with positive cash flow should occur in the fourth quarter of operations.

Pro Forma Profit and Loss					
	Year 1	Year 2	Year 3	Year 4	Year 5
Sales	\$7,077,060	\$28,293,930	\$48,099,681	\$76,959,490	\$115,439,234
Cost of Goods Sold	\$2,613,600	\$10,558,800	\$17,949,960	\$28,719,936	\$43,079,904
Gross Margin	\$4,463,460	\$17,735,130	\$30,149,721	\$48,239,554	\$72,359,330
Expenses					
Payroll	\$626,000	\$864,000	\$1,164,000	\$1,500,000	\$1,884,000
Marketing/Promotion	\$1,130,000	\$1,700,000	\$2,500,000	\$3,800,000	\$5,000,000
Rent	\$36,000	\$64,000	\$64,000	\$64,000	\$64,000
Utilities/Supplies	\$24,000	\$40,000	\$60,000	\$78,000	\$100,000
Insurance	\$50,000	\$100,000	\$150,000	\$200,000	\$250,000
Payroll Taxes - 15%	\$93,900	\$129,600	\$174,600	\$225,000	\$282,600
Legal Fees	\$50,000	\$50,000	\$50,000	\$100,000	\$100,000
Accounting Fees	\$40,000	\$40,000	\$50,000	\$60,000	\$70,000
Sales Commissions 5%	\$223,173	\$886,757	\$1,507,486	\$2,411,978	\$3,617,967
Ongoing R&D	\$300,000	\$400,000	\$500,000	\$600,000	\$700,000
Other/Ex-cash reserve	\$120,000	\$120,000	\$150,000	\$200,000	\$250,000
Total Expense	\$2,693,073	\$4,394,357	\$6,370,086	\$9,238,978	\$12,318,567
EBITDA	\$1,770,387	\$13,340,774	\$23,779,635	\$39,000,576	\$60,040,764
Taxes Incurred 35%	\$619,635	\$4,669,271	\$8,322,872	\$13,650,202	\$21,014,267
Net Profit	\$1,150,752	\$8,671,503	\$15,456,763	\$25,350,374	\$39,026,497

Total expenses for creative services to generate all product branding, create Point of Purchase (POP) materials, exhibit at key industry trade shows and events, advertise incentive, programs for agency reps, Internet Marketing, Promotion, and distribution to ad-in programs are budgeted at \$1.13 million includes: In-store demo/ special promotion creation and execution, trade publication, magazine ads, conference attendance (Health Wellness, Probiotics, Alternative Medicine, etc)

Pro Forma Cash Flow					
	Year 1	Year 2	Year 3	Year 4	Year 5
Cash Received					
Cash Sales	\$5,307,795	\$21,220,448	\$36,074,761	\$57,719,617	\$86,579,426
Cash from Receivables	\$1,106,828	\$5,087,510	\$10,171,034	\$16,538,495	\$25,257,972
Subtotal Cash Received	\$6,414,623	\$26,307,958	\$46,245,794	\$74,258,112	\$111,837,397
Expenditures					
Cash Spending	\$626,000	\$864,000	\$1,164,000	\$1,500,000	\$1,884,000
Bill Payments	\$4,930,261	\$20,890,588	\$29,755,572	\$49,675,383	\$74,055,179
Subtotal Cash Spent	\$5,556,261	\$21,754,588	\$30,919,572	\$51,175,383	\$75,939,179
Net Cash Flow	\$858,361	\$4,553,369	\$15,326,223	\$23,082,729	\$35,898,219
Cash Balance	\$3,858,361	\$8,411,731	\$23,737,954	\$46,820,683	\$82,718,901

Pro Forma Balance Sheet					
	Year 1	Year 2	Year 3	Year 4	Year 5
Assets					
Current Assets					
Cash	\$3,858,361	\$8,411,731	\$23,737,954	\$46,820,683	\$82,718,901
Accounts Receivable	\$662,437	\$2,648,410	\$4,502,296	\$7,203,674	\$10,805,511
Inventory	\$502,800	\$3,554,748	\$2,542,911	\$3,829,325	\$5,384,988
Total Assets	\$5,023,599	\$14,614,888	\$30,783,161	\$57,853,681	\$98,909,400
Liabilities and Capital					
Current Liabilities					
Accounts Payable	\$872,847	\$1,792,634	\$2,504,144	\$4,224,290	\$6,253,512
Total Liabilities	\$872,847	\$1,792,634	\$2,504,144	\$4,224,290	\$6,253,512
Paid-in Capital	\$3,000,000	\$3,000,000	\$3,000,000	\$3,000,000	\$3,000,000
Retained Earnings	\$0	\$1,150,752	\$9,822,254	\$25,279,017	\$50,629,391
Earnings	\$1,150,752	\$8,671,503	\$15,456,763	\$25,350,374	\$39,026,497
Total Capital	\$4,150,752	\$12,822,254	\$28,279,017	\$53,629,391	\$92,655,888
Total Liabilities and Capital	\$5,023,599	\$14,614,888	\$30,783,161	\$57,853,681	\$98,909,400

Actual expenditures may vary substantially from these estimates, and the Company may find it necessary or advisable to reallocate the net proceeds within the above-described uses or for other purposes.

RISK FACTORS

You should carefully consider the following risk factors.

- Competition
- Customer Satisfaction/Reputation
- Commodity Pricing/Contractual Commitments
- Inadequacy of funds
- Manufacturer Sources
- Dependence on Management
- Trend in Consumer Preferences and Spending
- Force Majeure

NS Nutraceutical is aware of potential risks and will do everything in its power to implement a plan of action to insure Company goals can be met.

CONCLUSION

NS Nutraceuticals plans to expand to thousands of retail locations, providing high-quality products, giving customers the choice of purchasing products online, calling toll-free, or buying from retail stores. We will provide individual and corporate customers the best possible shopping experience through superior service satisfaction guarantee, including “Money Back Guarantee”.

Service and customer satisfaction are key factors that can earn a competitive edge. This is also true for new trends in the retail industry to better control costs and increase efficiency.

5th Year Forecast	
Return of Equity	47.27%
Net Profit Margin	33.81%
EBITDA Valuation (x4)	\$240.0 MM
Dividends	25% of EBITDA

EXIT STRATEGY

NS Nutraceuticals will create a flourishing business that intends to become a landmark-household name in the Health & Wellness industry. The Company may also license and franchise its products for a substantial profit.

It is the Company's intention to run the business with a highly experienced management team and continue until retirement or until a decision to sell the business has been made.

Exit possibility for investors may be an acquisition after IPO, and this allows investors to delay exit until after capital from an IPO is invested in successful projects, further raising the value of the Company.

EXHIBIT 1: REFERENCES

Probiotics and Research

Health Target	Reference ^a
Immune enhancement	Gill and Guarner 2004
Diarrhea (rotavirus, travelers', antibiotic-associated, <i>C. difficile</i>)	Szajewska, Ruszczynski, and Radzikowski 2006; McFarland 2006; Sazawal et al. 2006
Alteration of intestinal microbiota	Agence Francaise de Sécurité Sanitaire des Aliments/ French Food Safety Agency (AFSSA) 2005
Harmful intestinal microbe activities	Agence Francaise de Sécurité Sanitaire des Aliments/ French Food Safety Agency (AFSSA) 2005
Lactose digestion	Marteau et al. 1990
Allergy development and symptoms	Kalliomaki et al. 2001; Viljanen et al. 2005
Inflammatory bowel diseases	Gionchetti et al. 2000; Kruis et al. 2004
Vaginal infections	Anukam et al. 2006 a, b
Delivery of cloned components active in gut (IL10, vaccines, anti-viral agents, toxin receptors)	Braat et al. 2006
<i>H. pylori</i> colonization of the stomach	Sheu et al. 2006
Absences from work, daycare	Tubelius, Stan, and Zachrisson 2005; Weizman, Asli, and Alsheikh 2005
Irritable bowel syndrome	O'Mahony et al. 2005
Colds	de Vrese et al. 2005
Growth for undernourished young children	Saran, Gopalan, and Krishna 2002
Colon tumors (primary evidence in animals)	Ishikawa et al. 2005
Dental caries	Nase et al. 2001
Blood pressure	Jauhiainen et al. 2005
Blood lipid profiles	Hlivak et al. 2005
^a For additional information, see www.usprobiotics.org	

EXHIBIT 2: PROPOSED BENEFITS STEMMING FROM PROBIOTIC CONSUMPTION

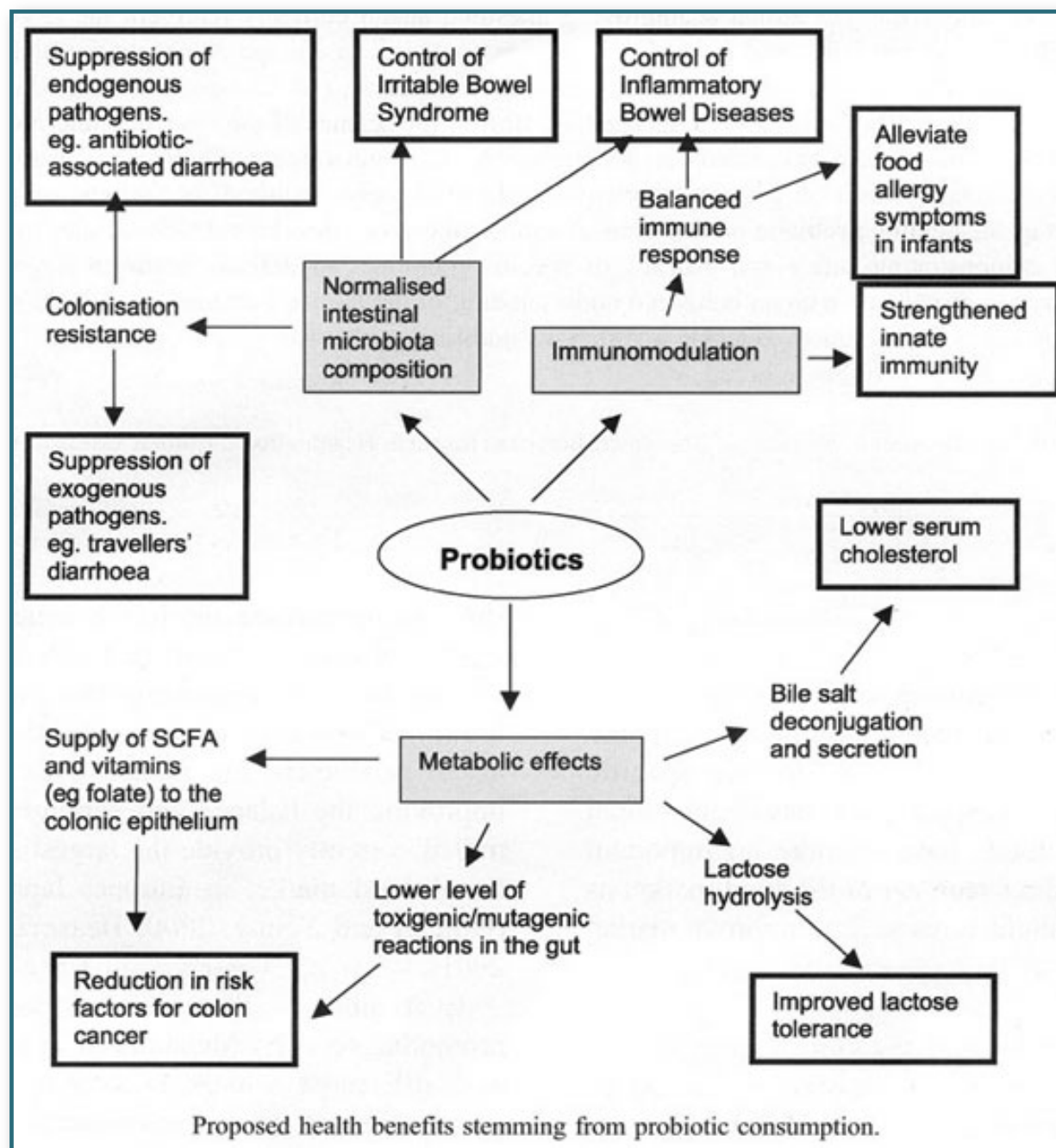


EXHIBIT 3: AIR TRAFFIC DATA, C-STORES, & RETAIL STORES DATA

World Busiest Airport by Passenger Traffic (Airports Council International, 2008)

US International Airport	City	Country	Total Passengers	International Airport	City	Country	Total Passengers
Atlanta	Georgia	USA	90,039,280	Heathrow	London	UK	67,056,379
O'Hare	Chicago	USA	69,353,876	Tokyo	Tokyo	Japan	66,754,829
Los Angeles	Los Angeles	USA	60,874,681	Charles de Gaulle	Paris	France	60,874,681
Fort Worth	Dallas	USA	57,093,187	Beijing Capital	Beijing	China	55,937,289
Denver	Denver	USA	51,245,334	Frankfurt	Frankfurt	Germany	53,467,450
John F. Kennedy	New York	USA	47,807,816	Madrid-Barajas	Madrid	Spain	50,824,435
McCarran	Las Vegas	USA	43,208,724	Hong Kong	Hong Kong	HK	47,857,746
George Bush	Houston	USA	41,709,389	Amsterdam	Amsterdam	Netherlands	47,430,019
Sky Harbor	Phoenix	USA	39,891,193	Suvarnabhumi	Bangkok	Thailand	38,603,490
San Francisco	San Francisco	USA	37,234,592	Changi	Singapore	Singapore	37,694,824
Orlando	Orlando	USA	35,660,742	Dubai	Dubai	UAE	37,441,440
Liberty	Newark	USA	35,360,848	Leonardo da Vinci	Rome	Italy	35,132,224
Metropolitan Wayne Coun	Detroit	USA	35,135,828	Munich	Munich	Germany	34,530,593
Charlotte Douglas	Charlotte	USA	34,739,020	Gatwick	London	UK	34,214,740
Miami	Miami	USA	34,063,531				
Saint Paul	Minneapolis	USA	34,056,443				
			747,474,484				667,820,139

Total Passengers (Global): More than 1,400,000,000

Total Movements (Planes): More than 15,000,000

US Convenience Stores & Retail Stores

US Convenience Stores: 144,875 – one per every 2,100 people that account for more than \$624 billion in sales, and **79%** (\$ 493 billion) of all convenience stores sales are motor fuels.

Cumulatively, the U.S. convenience store industry alone serves nearly **160 million** customers per day and **58 billion customers** every year.

	Stores	Sales (In Billion)
Supermarkets:	35,394	\$540.0 (12% Pharmacy)
Drug Stores:	37,700	\$200.00
Mass Dollar Stores:	19,974	\$30.00
Mass Merchandisers:	6,594	\$500.00
Wholesale Clubs:	1,184	\$127.00
Total:	100,846	Exceeds \$1,397.0

August
18, 2003,

Inspected

EXHIBIT 4: EXPERIMENT PIG FARM DATA WITH PHOTOS

Zhantu Pig farm in China has about 500 pigs with weight range of 20 to 80 kg. The farm was infected with multiple diseases; skin erythema, renal failure, lung tumefaction, conjunctivitis, atrophic rubber lung. Diagnosis indicated multiple diseases including PRD, PMWS, PDNS syndromes spread in the farm with 21% death ratio was brought down to 5%.

July 25,
2003, Began
Treatment
with
Proprietary
Engineered
Formula



Severe Conjunctivitis



Completely Recovered



Pigs are
very
intelligent
animals that
can indeed
be very
vicious



They
became
very
friendly,
after NS
Probiotic
was added



EXHIBIT 5: POULTRY DATA



Free Range and Regular Chickens

	NS Hens	Regular Hens
Start laying eggs	120 days	150 days
Producing eggs	670 days	500 days
Slaughter	after 670 days	after 500 days
Cholesterol	50% less	normal
High Production Period	525 days	350 days
Antibiotics/Medicine	No	Yes

Amino Acids (protein) in a 100g Egg

Amino Acids		Fed with NS Probiotics	Regular Eggs
Arginine	Arg	800	400

Lygine	Lys	930	450
Histidine	His	320	160
Phenylalanine	Phe	690	320
Tyrosine	Tyr	560	260
Leucine	Leu	1100	540
Isoleucine	Ile	660	340
Methionine	Met	450	210
Valine	Val	810	420
Alanine	Ala	740	360
Glycine	Gly	430	210
Proline	Pro	500	240
Glutamine	glu	1700	800
Serine	Ser	950	430
Threonine	Thr	620	290
Asparagine	Asp	1320	640
Tryptophan	Trp	190	94
Cysteine	Cys	330	160

EXHIBIT 6: PROBIOTICS - REGULATION IN THE U.S.

Table 4. Differences among regulatory categories available for marketing probiotic products in the United States

Actions	Regulatory Categories		
	Food	Supplement (must be ingested)	Drug
Premarket approval by the FDA	Not required for GRAS microorganisms	Not required for microorganisms used before October 1994	Required
Disease claim (describes the effect of a drug on the diagnosis, treatment, mitigation, cure, or prevention of disease)	Not allowed	Not allowed	Allowed if approved by the FDA
Health claim (describes the effect of a dietary substance on the reduction of risk of disease by the currently healthy population)	Allowed if approved by the FDA (may be unqualified or qualified)	Allowed if approved by the FDA (may be unqualified or qualified)	Not used, although can use stronger prevention claims
Structure function claim (describes the effect of a dietary substance on the structure or function of the body)	Allowed if truthful and not misleading; effect must derive from the "nutritive value" of the food; no requirement for label disclaimer or FDA notification	Allowed if truthful and not misleading; commonly used; label must say "this statement has not been reviewed by the FDA"; must notify the FDA of intent to use this claim within 60 days of marketing the product	Not used
Safety standards ^a	Reasonable certainty of no harm under the intended conditions of use; GRAS status can be self-determined or submitted through GRAS notification process; must be safe for general population and all subgroups	No significant or unreasonable risk of illness or injury; target consumer group can be stipulated on the label	The FDA assesses safety and must determine that benefit outweighs risk
Product examples	Yogurt	Capsules	No probiotic products currently are regulated as drugs for human use in the United States

GARS: Generally Recognized As Safe

EXHIBIT 7: BACTERIA THAT WILL CURE YOU (CBS NEWS)

NEW YORK, Feb. 2, 2004

Bacteria That Will Cure You?

Harvesting Probiotics For Good Health

By Tatiana Morales

  Font size  [Print](#)  [E-mail](#)  [Share](#)

VIDEO

Probiotics For Your Health

Probiotics are friendly bacteria that live inside us and keep our bodies in balance. New evidence says you can improve your health with more probiotics in your diet, Dr. Emily Senay explains.



Dr. Emily Senay (CBS)



INTERACTIVE

Diet And Nutrition

Are you eating right? See the government's guidelines, calculate your body mass index and quiz yourself on healthy food choices.



INTERACTIVE

Eye On Antibiotics

Find out more about how antibiotics work, their benefits and the harm they can do.

(CBS) Probiotics is the friendly bacteria that lives in harmony inside the intestines and helps to keep the body in balance. There is more evidence Monday morning that it works with diet to keep us healthy, reports *The Early Show* Medical Correspondent Dr. Emily Senay.

Probiotics comes in different kinds, and they all live together in harmony within the body.

They help to keep harmful bacteria in check, produce vitamins, and regulate the immune system.

They can also be found in food products, mainly cultured dairy products like yogurt. They have been used in medicine for their health-promoting effects for centuries; dietary supplements containing nutrients purported to help them grow have also become very popular.

A lot of research has proven the therapeutic benefit of probiotics when prescribed for disorders like diarrhea, inflammatory bowel disease, Crohn's disease, allergies, immune system problems, dermatitis, and preventing infection after surgery.

Early research shows probiotics may have a role in preventing colon cancer. More research is needed to see exactly how beneficial probiotics actually work to help the immune system. It may produce natural antibiotics that kill destructive bacteria, strengthen the intestinal lining or simply just crowd out other, possibly harmful, bacteria.

Probiotics is limited to dairy products because they change the freshness and the taste of other foods as they grow and ferment. But in a study out Feb. 2, in the *Journal of Gastroenterology*, researchers showed that it may not be necessary to have bacteria be active and fully-functioning to have immune-stimulating effects.

Scientists irradiated probiotic bacteria to slow down its metabolism, and found that the irradiated probiotics worked just as well as live bacteria in a study on mice. Researchers say these findings pave the way to using inactivated probiotics in a wider

range of food products in the future.

Probiotics can play a beneficial role for some bowel disorders, but you need to talk to your doctor before you buy something off the shelf. Probiotic products are generally available only in health food stores or via the Internet. The FDA does not regulate probiotics.

EXHIBIT 8: GLOBAL UPSWING FOR PROBIOTIC AND PREBIOTIC FOOD AND BEVERAGES BY MIKE STONES, 29-MAR-2010

World sales of probiotic and prebiotic foods and beverages climbed 12.5 per cent to reach about \$15.4bn in 2008 compared with the year before, according to research group Packaged Facts.

Dairy-based probiotic and prebiotic foods accounted for 55.5 percent of the segment's foods and beverages, revealed the group's assessment of Datamonitor's Product Launch Analytics data.

Nondairy beverages accounted for 10.7 percent, grain-based foods for 10%, and meat products for 1.4 percent. The 2008 growth rate for probiotic and prebiotic food and beverages ranged from more than 30% to 5 percent, depending on the region and product type.

Ingredient advances

Consumers can expect a wider range of food and beverages containing both probiotics and prebiotics thanks to ingredient advances and continuing research, claimed Packaged Facts.

Enhancing probiotic stability to make it easier to add the beneficial bacteria to a wider variety of foods and beverages has been one of the main focuses of research, said the organization. Illustrating this trend it pointed to tea company Bigelow Inc's launch last autumn a line of herbal teas formulated with healthy herbs and nutrients.

The company's Lemon Ginger Herb Plus is said to support a healthy digestive system with a combination of lemon, ginger, and a patented *Bacillus coagulans* GBI-30, 6086.

Growing consumer demand for probiotics will also be underpinned by continuing research into their health benefits. The group cited research into the benefits of probiotics for intestinal health.

Healthy adults

Kalman et al. (2009) showed that GanedenBC30 reduced intestinal gas symptoms in healthy adults and improved quality of life even for those without specific gastrointestinal disorders.

The Packaged Facts report quoted the International Scientific Association for Probiotics and Prebiotics (ISAPP) as identifying the most widely accepted prebiotics as fructo-oligosaccharides (FOS), inulin (a type of FOS), and galacto-oligosaccharides.

Candidate prebiotics were listed as being: Polydextrose, soybean oligosaccharides, isomalto-oligosaccharides, gluco-oligosaccharides, xylo-oligosaccharides, palatinose, gentio-oligosaccharides, and sugar alcohols (such as lactitol, sorbitol, and maltitol).

Recent research has linked the use of prebiotics with a variety of beneficial health effects, said Packaged Facts. Those include: Colon cancer (Munjal et al. 2009), digestive health, mineral absorption, weight management and immunity.

EXHIBIT 9: HOW PROBIOTICS CAN PREVENT DISEASE

ScienceDaily (Apr. 2, 2009) – Using probiotics successfully against a number of animal diseases has helped scientists from University College Cork, Ireland to understand some of the ways in which they work, which could lead to them using probiotics to prevent and even to treat human diseases.

Presenting the work at the Society for General Microbiology meeting in Harrogate April 2, Dr Colin Hill described how his team had used three animal models of disease that have human counterparts - bovine mastitis, porcine salmonellosis (a gastrointestinal disease) and listeriosis in mice (an often fatal form of food poisoning) - to demonstrate the protective effects of probiotics.

"Rather than use commercially available probiotics, we made our own probiotic preparations containing safe bacteria such as *Lactobacillus* species newly isolated from human volunteers" said Dr Hill, "In all three animal diseases we observed a positive effect in that the animals were significantly protected against infection".

The team also used probiotics to control disease in animals that were already infected. The results of these tests proved that administering these safe bacteria to an infected animal was as effective as the best available antibiotic therapies in eliminating the infectious agent and resolving the symptoms.

In each instance the protection was linked to a particular bacterial species, and the mechanism of action varied from direct antagonism (where the probiotic directly kills the pathogenic bacteria) to effects mediated by the host immune system. For example *Lactobacillus salivarius* UCC118 protected mice against listeriosis (a disease which can affect pregnant women) by producing an antimicrobial peptide that eliminates *Listeria monocytogenes* in the gut of the animal. In another mechanism, *Lactococcus lactis* could be used to treat mastitis by eliciting an immune response that overwhelmed the infectious bacterium.

Dr Hill added, "It is likely that using probiotics rather than antibiotics will appeal to at-risk individuals since they are safe, non-invasive, do not create resistant bacteria and can even be administered in the form of tasty foods or beverages".

"We have shown that we can protect and even treat animals against pathogenic bacteria by introducing harmless bacteria at the site of the infection," said Dr Hill. "In order to use similar strategies in preventing or treating human disease we must understand the molecular basis of their efficacy. This understanding will provide the basis for intelligent screening and selection of the most appropriate protective bacterial cultures to go forward into human trials".

EXHIBIT 10: PROBIOTICS, STRESS AND DIGESTION



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Tuesday, June 10, 2008 - Byron J. Richards, CCN

Probiotics are the friendly flora that line your intestinal tract - by the trillions. They play a vital role in digestive health. A great deal of new research has begun to unravel many of the helpful things probiotics do for you. They are involved in the repair and protection of your GI tract and even have an ability to positively modulate the core inflammatory gene signal known as NF-kappaB.

Stress can be a large problem for your digestive systems, inducing irritation and impaired function. Stress actually kills friendly flora, reducing their numbers. It is now recognized that hostile bacteria can sense when you are stressed and can become even more hostile, ramping up their irritation factors.

Probiotic dietary supplements offer great promise to help offset the affects of stress and maintain better digestive health. These friendly organisms operate by a variety of mechanisms to directly promote the health of the lining of your digestive tract.

In the past we have typically suggested probiotics to offset the imbalance caused by antibiotics and poor diet. The new science is showing that probiotics play a more expanded role than previously thought - and can be used as a powerful stress management tool - especially if digestion is disturbed by stress.

The quality of dietary supplement probiotics makes a huge difference. I have always relied on super strains produced by the Institut Rosell in Canada, the oldest and most experienced maker of probiotic cultures in the world.

EXHIBIT 11: PROBIOTICS MAY HELP STRESSED GUT



'Good' Bacteria Might Prevent Intestinal Problems From Chronic Stress

By Miranda Hitti WebMD Health News; Reviewed by Ann Edmundson, MD, PhD

April 25, 2006 -- Gut-friendly bacteria called probiotics may help prevent intestinal problems linked to chronic stress, a new study shows.

The study appears in GUT'S "online first" edition. The researchers included Philip Sherman, MD, FRCP(C). Sherman works in the gastroenterology and nutrition division of Toronto's Hospital for Sick Children.

Sherman's team tested probiotics on rats, not people. Those tests showed that probiotics seemed to thwart some intestinal problems linked to chronic psychological stress.

"Stress is a common experience of daily living," the researchers write. The influence of stress on chronic intestinal disorders is "well documented," they write, spotlighting irritable bowel syndrome and inflammatory bowel diseases such as Crohn's disease and ulcerative colitis.

However, the study doesn't make any recommendations about probiotic use in humans.

Water Laced With Probiotics

First, the researchers assigned male rats into two groups, lacing the drinking water of one group of rats with powder containing probiotics.

There are many types of probiotics. The probiotics powder used in Sherman's study contained a strain of *LACTOBACILLUS RHAMNOSUS* and a strain of *LACTOBACILLUS HELVETICUS*.

For comparison, the other group of rats got sterile drinking water with no probiotics.

Seven days later, the researchers put half of the rats in each group under psychological stress. The point was to see if the rats that had been drinking water containing probiotics had a different intestinal response to chronic stress than rats that had been drinking sterile water without probiotics.

Stress Test

To create psychological (but not physical) stress in the rats, the researchers put each rat on a platform in the middle of a plastic container filled with warm water.

The platform stood 1 centimeter above the water. Rats don't like to swim, so being on a little platform surrounded by water isn't their cup of tea.

The rest of the rats were placed on the same type of platform in an identical container but without the water. That setting was designed to be much less stressful for the rats.

The rats spent one hour a day for 10 days on their platforms. After that, the researchers checked the rats' intestines.

Study's Results

All of the rats remained healthy during the study. "There were no signs of diarrhea, weight loss, or loss of appetite," the researchers write.

However, closer examination showed some subtle differences among the groups of stressed rats.

Harmful bacteria latched onto cells in the intestinal wall and nearby lymph nodes of stressed rats with sterile drinking water. But that wasn't true of stressed rats that had been drinking probiotics-laced water.

Stressed rats that had gotten probiotics in their drinking water showed no signs of harmful bacteria leaking to their lymph nodes. Probiotics -- not harmful bacteria -- had attached to their intestinal walls.

2 Key Effects

Probiotics appeared to have two main actions in the rats, the researchers note:

- Probiotics may have successfully competed against harmful bacteria for a spot on the rats' intestinal walls.
- Probiotics may also have helped maintain intestinal barriers, preventing leakage of harmful bacteria.

The process behind those actions isn't clear, but probiotics may stick better to intestinal walls than harmful bacteria, note Sherman and colleagues.

EXHIBIT 12: GUT MICROBIOTA IN HUMAN ADULTS WITH TYPE 2 DIABETES DIFFERS FROM NON-DIABETIC ADULTS



PLoS One. 2010; 5(2): e9085. Published online 2010 February 5. doi: 10.1371/journal.pone.0009085.

Nadja Larsen, Finn K. Vogensen, Frans W. J. van den Berg, Dennis Sandris Nielsen, Anne Sofie Andreasen, Bente K. Pedersen, Waleed Abu Al-Soud, Søren J. Sørensen, Lars H. Hansen, and Mogens Jakobsen

Background

Recent evidence suggests that there is a link between metabolic diseases and bacterial populations in the gut. The aim of this study was to assess the differences between the composition of the intestinal microbiota in humans with type 2 diabetes and non-diabetic persons as control.

Methods and Findings

The study included 36 male adults with a broad range of age and body-mass indices (BMIs), among which 18 subjects were diagnosed with diabetes type 2. The fecal bacterial composition was investigated by real-time quantitative PCR (qPCR) and in a subgroup of subjects (N = 20) by tag-encoded amplicon pyrosequencing of the V4 region of the 16S rRNA gene. The proportions of phylum *Firmicutes* and class *Clostridia* were significantly reduced in the diabetic group compared to the control group ($P = 0.03$). Furthermore, the ratios of *Bacteroidetes* to *Firmicutes* as well as the ratios of *Bacteroides-Prevotella* group to *C. coccoides-E. rectale* group correlated positively and significantly with plasma glucose concentration ($P = 0.04$) but not with BMIs. Similarly, class *Betaproteobacteria* was highly enriched in diabetic compared to non-diabetic persons ($P = 0.02$) and positively correlated with plasma glucose ($P = 0.04$).

Conclusions

The results of this study indicate that type 2 diabetes in humans is associated with compositional changes in intestinal microbiota. The level of glucose tolerance should be considered when linking microbiota with metabolic diseases such as obesity and developing strategies to control metabolic diseases by modifying the gut microbiota.

EXHIBIT 13: MIGRAINE AND IRRITABLE BOWEL SYNDROME



Neurol Neurochir Pol. 2005;39(4 Suppl 1):S55-60.

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Abstract

The association between migraine and functional gastrointestinal disorders has been confirmed by many clinical observations and epidemiological studies. In most patients during the attacks of migraine, apart from various neurological and vascular symptoms, gastrointestinal disturbances occur including nausea, vomiting, abdominal pain or diarrhea.

Functional gastrointestinal disorders, such as irritable bowel syndrome (IBS), are reported in migraine patients in periods between the attacks as well. On the other hand 23-53% of IBS patients have frequent headaches.

Migraine and IBS often coexist with fibromyalgia and other chronic pain syndromes and functional disorders.

Migraine and IBS affect approximately 10-20% of the general population, usually young adults. Both diseases are more prevalent in women, perhaps due to the role of estrogen in their pathogenesis. Looking for the common pathogenetic mechanisms of IBS and migraine the role of the brain-gut axis, neuroimmune and neuroendocrine interactions are being considered.

The influence of stress on symptom occurrence and severity seems to be associated with hyperactivity of the hypothalamic-pituitary-adrenal axis. The enteric nervous system as a source of numerous neurotransmitters and visceral reflexes is a plausible common pathogenic link between IBS and migraine. In particular serotonin being the main neurotransmitter of the gastrointestinal tract plays a relevant role in the pathogenesis of IBS as well as migraine.

Nowadays, agonists and antagonists of serotonergic receptors are the most efficacious drugs for IBS and migraine therapy. Some side effects of triptans, 5-HT(1B/D) agonists, used in migraine treatment may be connected with the influence of triptans on the gastrointestinal functions. A better understanding of the relationship between migraine and IBS may result in more effective treatment of both diseases.

EXHIBIT 14: JAPANESE PRODUCT LINES & WEBSITE ADS



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