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HealthConnexin Introduces The Molecular Fitness Lifestyle

**A Groundbreaking Science-Based Program that Helps Prevent Disease
and Optimizes Health on the Molecular Level**

Stowe, VT. August 10, 2006: HealthConnexin Inc., an innovative health and wellness company, introduces The Molecular Fitness Lifestyle™, the first program that starts with our most basic building blocks, our molecules, to optimize health and help prevent disease. The Molecular Fitness Lifestyle™ is a preventative and restorative program of education, enhanced nutrition, essential supplements, exercise, and self-monitoring that focuses on the importance of the connexin molecule in relation to our health, wellness, and our life. HealthConnexin effectively integrates cutting-edge science and technology and offers an easy to follow program that delivers measured health and performance improvements.

Developed by HealthConnexin co-founder and former Stanford professor Darrell L. Tanelian, M.D., Ph.D., the Molecular Fitness Lifestyle™ has demonstrated amazing results to people of all walks of life for over seven years. In his groundbreaking new book, *Molecular Fitness: The Connexin Connection to Optimal Health* (soon to be released / \$16.95), Dr. Tanelian pinpoints the 600 million year old connexin molecule as the 'keystone of life.' "Connexin molecules," explains Dr. Tanelian "are found in nearly every cell in your body and play a critical role in cell-to-cell communication. When functioning properly, these molecules help to prevent the onset of disease and promote a stronger,

healthier mind and body." Tanelian reveals how keeping connexins 'OPEN and CONNECTED' is the path to optimal health.

Derived from the integration of more than 5,000 peer-reviewed scientific and medical research studies done at leading institutions throughout the world, including decades of research on the connexin molecule, The Molecular Fitness Lifestyle™ presents a dramatically new concept underlying the maintenance of health, the prevention of disease, and the extension of life. These studies have associated connexin dysfunction with the eight major diseases including cancer, heart disease, diabetes, arthritis, osteoporosis, Alzheimer's disease, hypothyroidism (obesity), and ocular disease.

Molecular Fitness has shown documented improvements in blood pressure, bone density, pH (measure of acidity/alkalinity), muscle and joint pain, endurance and energy in people of all ages. Weight loss and weight management is also a key benefit of The Molecular Fitness Lifestyle™. By increasing connexin function and reducing low-grade metabolic acidosis, the body can best metabolize fat. Rather than counting calories, weighing food or following a restrictive diet, adhering to The Molecular Fitness Lifestyle™ redirects caloric intake to optimize health while increasing the body's ability to break down fat. PGA Tour Golfer J.L. Lewis, 46 years old, claims *"My life, career, and overall well-being changed dramatically when I was introduced to Molecular Fitness four years ago. I lost 25 pounds while my energy level and performance have increased greatly."*

Personal trainers Ernie Roick and Julie Farray, owners of PhiT Performance, Stowe, Vermont, are both on the program and see impressive results for themselves and their clients. Farray asserts that "being healthy, feeling energized and looking good are all a part of the genuine concern we have for our clients, Molecular Fitness and exercise are the book ends to this equation." Roick and Farray encourage all their clients to be "molecularly fit"

The first step on the path to optimal health and wellness begins with the **Molecular Fitness Empowerment Pack** (\$249.95), which includes Dr. Tanelian's book *Molecular Fitness*, a blood pressure monitor, glucose monitor, pH strips, HealthConnexin's essential supplements, free membership and unlimited access to MolecularFitness.com all packaged in a HealthConnexin gym bag. Molecularfitness.com is a cutting-edge website

where valuable resources include ConnexinCollege™, ConnexinCommunity™, ConnexinCuisine™, ConneXercise™ and HealthConnexin's proprietary **myPHIT**-My Personal Health Information Tracker™. The heart of myPHIT, **myDASHBOARD**™, generates a visual snapshot of the member's current and historical vital sign measurements including blood pressure, heart rate, blood glucose, body mass index (BMI) and pH, empowering Molecular Fitness members and their doctors to make better informed decisions about their current and future health. The Empowerment Pack can be ordered online at www.MolecularFitness.com or by calling The Molecular Fitness Store directly at 1-800-646-1022 x20.

A key element of the Molecular Fitness Lifestyle is the exclusive connexin-enhancing Essential Supplements. **MineralConnexin**™ provides all of the essential major minerals in which most American's are deficient and **MultiConnexin**™ combines 98 vitamins, trace minerals, antioxidants, Omega 3's and connexin enhancers in only five easy-to-take capsules. Both were scientifically formulated and tested by Dr. Tanelian and found to enhance physical performance, boost energy and promote long-term wellness.

About HealthConnexin, Inc.

HealthConnexin, Inc. empowers individuals to enhance the quality of their lives to help prevent illness and achieve optimal health by adopting The Molecular Fitness Lifestyle™ of education, self monitoring, enhanced nutrition, essential supplements, exercise and measured results. For more information on how to get started on the path to Molecular Fitness go to www.molecularfitness.com or call ConnexinCare at 1-800-646-1022 x10.

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