



FOR IMMEDIATE RELEASE

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Heatwave Help

For fair-skinned individuals, a new Antioxidant-Boosting Pill may help provide relief from the harmful effects of the sun

Morristown, NJ (August 7, 2006) – We all know to use sun-screen and to cover up when outside under the sun during these hot summer months. Now, a new supplement may provide additional benefits for the more than 10% of Americans that suffer from sun-sensitivities.

The supplement is called GliSODin®. It's an all-natural dietary product that revolutionizes the way your body produces and utilizes antioxidants.

UV radiation from the sun is known to induce photo aging and cause direct damage to cellular DNA, and promote the photosensitized generation of oxidative stress. GliSODin® has been shown in clinical research to help protect cellular DNA and promote skin health against photo-oxidative stress.

A recent randomized double-blind study with 50 participants was presented at the Annual Congress of Dermatological Research (CARD) in Europe. In this study, GliSODin® supplementation resulted in an increase in the minimum exposure to UV rays necessary to produce skin redness, particularly for fair-skinned individuals, paired with a faster recovery. These benefits were not found in the placebo group.

According to Professor Philippe Humbert, M.D., the lead researcher, "This study confirms the effectiveness of GliSODin® in the prevention of the consequences of oxidative stress resulting from exposure to the sun. This efficacy is of particular interest for phototypes II (fair-skinned) that represent a major part of the consultations in dermatology."

In recent years, the media has abounded with stories about the health benefits of eating foods rich in antioxidants and including antioxidant supplements as a part of health regimens. But, until now, antioxidants have only been cast in a supporting or external role. External antioxidants are important, but can be quickly overwhelmed.

GliSODin® takes an entirely new internal approach. It is the only supplement that catalyzes production of the most potent of antioxidants—those produced by the body itself.

Simply put, GliSODin® stimulates the body's own built-in defense system. GliSODin® acts as a catalyst, stimulating the body's production of its own antioxidants, the most powerful of which is known as SOD (Superoxide Dismutase). Often referred to as the "powerhouse antioxidant," SOD is the body's primary weapon against oxidative stress (oxidative stress is the medical term for stress on the body, damaging cellular health, which is caused by free radicals which are inadequately neutralized. Oxidative stress is, ultimately, what leads to the normal processes of aging, fatigue and health concerns).

GliSODin® has been clinically proven to help the body:

- Support skin health against photo-oxidative stress caused by UV radiation
- Promote healthy immune function
- Reduce lactic acid buildup in humans under physical stress and promote recovery
- Help combat the effects of oxidative stress, helping maintain healthy cells

GliSODin® is available in dietary supplements in the United States, Europe, Australia and Asia. It has been studied in vitro, in vivo and in clinical trials in more than 6 countries on 3 continents - with many additional trials in development and underway.

GliSODin® was introduced to the US in 2004 and is currently available in more than 20 Supplements found in natural products stores.

Visit www.plthomas.com/glisodin.htm for more information and links to GliSODin® research.

About GliSODin®

GliSODin® is available in North America as a nutritional raw material exclusively from PL Thomas & Co., Morristown, NJ. Numerous in vivo and human studies support the use of GliSODin® in nutritional applications.

About PLT & Isocell

GliSODin® is patented and trademarked by ISOCELL Nutra, Paris, France. PL Thomas & Co., a New Jersey-based ingredient supplier, is the North American agent for GliSODin®. PL Thomas offers fifty years of innovation in securing reliable, high quality raw materials for the food/functional food and nutrition industries.

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