



New Product Announcement **Introducing Protein Serum Isolate**

Dear Valued Customer,

The Protein Serum product Body Genie has been known for since 2005 has evolved. In our continued efforts to spotlight the health benefits of Protein Serum and further set it apart from the many whey protein products on the market, a new and improved Protein Serum product is being introduced. Protein Serum Isolate will be packaged in a one pound container with a label, nutritional profile and recommended use similar to Body Genie's former product. The difference can be felt with a new plasma protein raw material 15 times stronger than whey isolate and 225% stronger than the Protein Serum product Body Genie previously offered. Protein Serum Isolate is the strongest protein source ever developed with a guaranteed immunoglobulin level of 45% compared to whey isolate's 3% IgG, an enhanced chocolate flavor profile to match and more than 50 legitimate studies supporting its capabilities. We look forward to providing you the highest level of results possible in nutritional supplementation with the introduction of Protein Serum Isolate. As a part of our passion for helping you achieve all of your health and fitness goals, we greatly appreciate your continued business and support!

Best wishes,
James Adducci
President/CEO
Body Genie, Inc.