



Asha Nutrition Sciences Granted Australian Patent for Pre-formulated Controlled and Tailored Lipids

The patent is related to Asha's LipiLife product line, which provides pre-formulated controlled and tailored lipids and micronutrients essential to vibrant health.

Palo Alto, CA – July 4, 2013 – Asha Nutrition Sciences, Inc., creators of the revolutionary tailored lipids product line, LipiLife, announce the grant of Australian Patent No. 2009239499. This grant expands Asha's patent portfolio (asha-nutrition.com/patents). This addition to its patent portfolio confirms Asha's continuing commitment to innovation and development of industry-leading lipid solutions.

Urvashi Bhagat, CEO of Asha Nutrition Sciences, Inc., said, "With the issuance of this patent, the Patent Office has confirmed Asha's innovative stance in this developing technological arena. We have numerous additional patent applications under review and will continue to work to expand the Asha's patent portfolio as we continue to innovate and develop new products." Ms. Bhagat added, "The grant of this patent confirms the uniqueness of our family of products and further strengthens our growing domestic and international patent portfolio."

According to Centers for Disease Control, 117 million Americans live with chronic diseases and chronic diseases cause seven in 10 deaths in the United States each year. Further, more than 75 percent of the costs of healthcare are due to chronic conditions, nearly 2 trillion dollars of the 2.6 trillion dollar health spending done by the U.S. in 2010. Furthermore, WHO estimates that ~2 billion people worldwide suffer from chronic and infectious diseases. Studies show that lipid imbalance is associated with a variety of chronic diseases including diabetes, heart disease, strokes, arthritis, asthma, attention deficit hyperactivity disorder, neural disease, depression, and cancer, and compromised immunity.

Asha Nutrition Sciences finds that many health issues can be reduced and even reversed by consuming the tailored balanced lipids in LipiLife. Available in vegetarian and non-vegetarian formulas for women and men individually, LipiLife is made up of fats, fat-soluble vitamins and sterols that are vital for health and well-being.

"Lipids are critical for health," explains Dr. Undurti N. Das, Chief Medical Officer of Asha Nutrition Sciences. "Every cell in the body is enveloped in lipids, and the cell cannot function without the right balance of lipids. Health benefits of balanced lipids are across multiple indications, because lipids affect a broad range of physiological functions including respiration, vision, digestion, musculoskeletal function, mood, mental function, immunity, sleep, and reproduction. Approximately 80 percent of health issues and health spending are associated with inappropriate lipid consumption."

Asha Nutrition Sciences aims to create a better outcome and a brighter future for world health by preventing current trends from continuing. LipiLife radically shifts the way

people consider what it means to consume healthy fats and how chronic health issues are preventable and even reversible with the right formula and methods. With outstanding leadership and a team of internationally renowned scientists, Asha Nutrition Sciences works to address a long-felt, persistent, and critical unmet need in today's nutrition and health care system. For more information, visit <http://asha-nutrition.com>.

About Asha Nutrition Sciences, Inc.

Asha Nutrition Sciences is a private wellness company offering tailored nutrition with balanced lipids, antioxidants, and phytochemicals with LipiLife and other product lines. Lipids are the basis of life, as crucial cell membranes components, as gene regulators, and as precursors of hormones and other bioactive compounds. Lipids affect a broad range of physiological functions and health aspects including respiration, vision, digestion, musculoskeletal function, mood, mental function, immunity, sleep, and reproduction. Antioxidants, phytochemicals, vitamins, minerals, proteins, carbohydrates, hormones, and temperature materially alter lipid metabolism. Therefore, the precise requirements of lipids change by diet type, gender, stage of life, climactic temperature, and other factors. The company holds impressive worldwide intellectual property.

About Urvashi Bhagat, President and CEO, Chairwoman of the Board of Directors, Asha Nutrition Sciences

Inspired by her mother Asha's knowledge of nutrition and subsequent battle with debilitating neural disease due to the flawed teachings to reduce fats, Asha Nutrition Sciences CEO and Founder Urvashi Bhagat founded the company and has dedicated her life's work to addressing true nutritional needs in order to prevent debilitating diseases. Ms. Bhagat has had a multifaceted career in health care, biotechnology, and pharmaceutical development. She is a medical visionary devoted to achieving breakthroughs in the use of nutrition to prevent and treat disease. She has made groundbreaking discoveries in lipid metabolism and the role of lipids and other nutrients on the manifestation of infectious and chronic diseases and acute events. Since the foundation of Asha Nutrition Sciences in 2008, Ms. Bhagat has set the strategic direction and focus of the company on bringing these discoveries to consumers in the form of balanced and tailored nutrients, with a specific emphasis on lipids, antioxidants and phytochemicals.

About Dr. Undurti Das, Chief Medical Officer for Asha Nutrition Sciences

Dr. Das has 30 years of clinical and research experience in the fields of Internal Medicine, Diabetology, Endocrinology, Rheumatology and Oncology and over 25 years of experience in lipid sciences. He was a Professor of Medicine for 10 years at Nizam's Institute of Medical Sciences in India where he taught graduates and specialist candidates. He has extensive experience in patient care, management of diverse types of clinical conditions and clinical research and trials. Dr. Das also held positions as a Scientist at EFAMOL Research Institute in Canada, Research Professor of Nutrition and Physiology at Upstate Medical University in New York, and Senior Research Fellow at the Indian Council of Medical Research.

His research focuses on essential fatty acids, eicosanoids, cytokines, free radicals, nitric oxide, melatonin and their roles in contributing to various clinical conditions. Dr. Das has published 3 books including “The Molecular Basis of Health and Disease” and over 450 research papers in various journals. Dr. Das serves on editorial boards of several reputed nutrition science journals. He received his M.B.B.S. in Medicine (surgery and Obstetrics and Gynecology) from Andhra Medical College, MD from Osmania Medical College in Internal Medicine and his FAMS from the National Academy of Medical Sciences in India and is also a Fellow of the Royal Society of Chemistry (FRSC).

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