



## **Asha Announces Grant of Japanese Patent Directed to Tailored Lipids**

*The patent is related to Asha's LipiLife product line, which provides tailored lipids essential to health; the patent covers additional product applications.*

Palo Alto, CA – February 26, 2021 – Asha Nutrition Sciences, Inc. (Asha), creators of the revolutionary tailored lipids product line, LipiLife, announced the receipt of Decision to Grant patent from the Japan Patent Office (JPO) for Japanese Patent Application No. 2020-19671 directed to methods of selecting, preparing, and using lipid formulations based upon age, gender, diet type, medical conditions, and other factors of a subject. The patent includes application of the proprietary methods for full diets, infant foods, pet foods, and/or therapeutic applications for medical indications. Asha holds 23 issued or allowed patents worldwide on this very momentous technology ([asha-nutrition.com/patents](https://asha-nutrition.com/patents)).

This newest addition to its patent portfolio confirms Asha's continuing commitment to innovation and development of industry leading lipid solutions with potential to vastly protect and enhance public health. WHO estimates about 2 billion people worldwide suffer from chronic and infectious diseases. Studies show that lipid imbalance is associated with a variety of chronic and infectious diseases including diabetes, heart disease, strokes, arthritis, asthma, attention deficit hyperactivity disorder, neural disease, depression, and cancer, and compromised immunity. Approximately 80 percent of the costs of healthcare are due to these conditions, costing nearly 3 trillion dollars annually in US and 10.7 trillion Yen annually in Japan. Further, lipids are unpredictable in nature, less than 1% of the public understands lipids, and there is massive misinformation and disinformation in the art. Thus, Asha's technology is a solution to a critical unmet public health need.

Asha's flagship product is LipiLife, made up of fats, fat-soluble vitamins and sterols that are vital for health and well-being and vary by demographics. Currently, LipiLife is available in vegetarian and non-vegetarian formulas for women and men individually.

Urvashi Bhagat, CEO of Asha said, "With the issuance of this patent, JPO has confirmed Asha's innovative position in this technological arena. We have numerous additional patent applications under review and will continue to work to expand our patent portfolio as we continue to innovate and develop new products." Ms. Bhagat added, "The allowance of this patent application confirms the uniqueness of our family of products and further strengthens our growing domestic and international patent portfolio. We invite collaboration from corporate partners for marketing and manufacturing of our products and/or licensing of our intellectual property for infant foods, pet foods, and/or therapeutic applications for medical indications."

"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. Lipid requirements vary by members of a family. Therefore, lipids should be pre-formulated and tailored for the public. Additionally, when tailored lipids and micronutrients solve the large part of the disease burden, resources and research can be focused on solving deeper causes of diseases in populations free of the confounding effects of mismanaged lipid consumption."

Asha aims to create 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 lipid formula and methods.

#### **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 but subsequent battle with debilitating neural disease because of derailment of that knowledge by the flawed teachings to reduce fats, Urvashi Bhagat, CEO of Asha Nutrition Sciences 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.

Dr. Das's research focuses on essential fatty acids, eicosanoids, cytokines, free radicals, nitric oxide, melatonin and their roles in contributing to various clinical conditions. He has published 3 books on the subject including "The Molecular Basis of Health and Disease" and over 600 research papers in various journals. He is considered among the top 2% of the lipid scientists. Dr. Das also serves on editorial boards of several reputed nutrition science journals. He received M.B.B.S. in Medicine (surgery and Obstetrics and Gynecology) from Andhra Medical College, MD from Osmania Medical College in Internal Medicine, FAMS from the National Academy of Medical Sciences in India, and Doctor of Science (DSc) from Mangalore University for his original research in the area of diabetes mellitus, additionally he is Fellow of the Royal Society of Chemistry (FRSC).

#### **Forward-Looking Statements**

The statements in this press release that are not historical facts may constitute forward-looking statements that are based on current expectations and are subject to risks and uncertainties that could cause actual future results to differ materially from those expressed or implied by such statements. Asha undertakes no obligation to publicly update or revise any forward-looking statements.

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