



## **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 – January 3, 2022 – Asha Nutrition Sciences, Inc. (Asha), creators of the revolutionary tailored lipids product line, LipiLife, announce patent Grant patent from the Japan Patent Office (JPO) for Japanese Patent Application No. 2014-099072 directed to formulations of lipid dosages. The broadest claim in this patent is drawn to dosages of omega-6 and omega-3 fatty acids and their relative concentrations, as follows:

A lipid-containing formulation comprising a mixture of lipids from different sources, wherein the formulation comprises a dosage of omega-6 and omega-3 fatty acids at an omega-6 to omega-3 ratio of 4:1 or greater, wherein:

- (i) omega-3 fatty acids are 0.1-20% by weight of the total lipids in the formulation; or
- (ii) the dosage of omega-6 fatty acids is not more than 40 grams.

Additional claims are drawn to dosages of additional micronutrients, which affect the activity of the fatty acids. Further claims are drawn to methods of selecting, preparing, and using lipid formulations based upon age, gender, diet, medical conditions, and other factors of a subject. The patent includes application of the proprietary formulations and methods for full diets, infant foods, pet foods, and therapeutic applications including enteral and parenteral formulations for medical indications. Asha holds *thirty-two* issued or allowed patents worldwide on this very momentous technology ([asha-nutrition.com/patents](https://asha-nutrition.com/patents)).

This technology and disclosure were necessitated due to the massive misinformation and disinformation in the art and contradicting teachings coming from several private and even governmental bodies compromising public health at a large scale. In fact, JPO had improperly rejected the application several times holding the scope of the claims against Asha, which decisions were twice (in 2018 and 2020) appealed to Intellectual Property High Court of Japan (IPHC) and both times IPHC overturned JPO decisions, most recently on August 30, 2021. JPO has now issued the decision to grant the patent.

**Thus, Asha's claims have withstood rigorous judicial review.**

Urvashi Bhagat, CEO of Asha said, "This patent grant and the claimed innovative ambitious solutions are necessary, otherwise this 6000 years old lipid problem will not go away due to complexity, confusion, chaos, and contradictory teachings in the art. The moonshot project of realigning lipid nutrition has great scope of reducing the social and economic burden of chronic and infectious diseases. In fact, recent studies, show efficacy of correct dosages of omega-6 and omega-3 fatty acids in inactivating enveloped viruses like COVID-19." Ms. Bhagat added, "With the grant of this patent, JPO and

IPHC Japan has confirmed Asha's innovative position in this technological arena. This grant 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. 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. 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, their activity is materially alerted by micronutrient intake and hormonal status. Therefore, lipids should be pre-formulated and tailored for the public.

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.

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**

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.

**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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