

NEWS RELEASE

SCIENCE-BASED HEALTH AND WELLNESS COMPANY, HARMONIC HEALTH, OPENS GLOBAL HEADQUARTERS IN SINGAPORE

- **First private health and wellness company in Singapore with science-based products and programs backed by world renowned medical physicians and researchers**
- **Singapore to be the base for the expansion of Harmonic Health in Asia**

Singapore, November 13, 2008 – Science-based health and wellness company, Harmonic Health Singapore Pte Ltd (“Harmonic Health”), opens its global headquarters in Singapore today. The company, which is dedicated to enabling active and healthier lifestyles in the masses through the practice of population-base medicine, will be launching two breakthrough over-the-counter (OTC) pain and weight management products, Dr Joint Pain and Double Block. It will also be opening its educational division, The Academy of Health Sciences, which will provide educational certifications in lifestyle and wellness coaching in weight management, as well as advanced training in bariatric medicine for physicians and nurses.

Backed By An Expert Scientific Team

Harmonic Health is the first private health and wellness company in Singapore with OTC health products and educational programs backed by an expert scientific team comprising a sterling line-up of world-renowned USA board-certified bariatric (specialist in weight management) physicians, exercise physiologists, nutritionists, eating disorder specialists, and two leading Singapore-based medical professionals in sports and exercise psychology and sports medicine:

- Dr Machiel Kennedy, M.D., Chief Medical Officer, Harmonic Health, is a licensed US-based medical doctor who is a board certified specialist in Family Practice and Bariatric Medicine (weight loss). He is a member of the American Society of Bariatric Physicians (ASBP) and the North American Association of the Study of Obesity (NAASO), and has authored two best-selling weight management books, “Ten Commitments To Be Forever Fit” and “Living Lean”.

- Dr Vicki Berkus, M.D., Ph.D. CEDS, Chief Science Officer, Harmonic Health, is the past president and current board member for the International Association of Eating Disorders Professional (IAEDP). She is a certified eating disorders specialist (CEDS) and a member of the Academy for Eating Disorders and the American Society of Bariatric Physicians.
- Dr Ralph Carson, R.D. B.S., B.H.S., Ph.D., Chief Research and Development Officer, Harmonic Health, is a renowned clinical nutritionist and exercise physiologist in the USA. He is a nutritional advisor to numerous university athletic departments including the University of Tennessee National Basketball Champion Lady Volunteers. He has also managed Oprah Winfrey's web page on eating disorders and is the consultant for Pine Grove's eating disorder program, The Women's Center.
- Dr Denise E. Bruner, M.D., Chief Bariatric Officer, Harmonic Health, is a certified physician with the American Board of Bariatric Medicine. She was a former President and Chairman of the Board of Trustees of the American Society of Bariatric Physicians. In addition, she serves on the American Board of Bariatric Medicine. Dr. Bruner has been quoted in numerous national and international publications including The Washington Post, The New York Times, and The Wall Street Journal.
- Dr Patrick O.L. Goh, M.D., MSS (Sports Med), Director, Harmonic Health, is one of Singapore's pioneering sports physicians. He is Chairman of the Singapore National Olympic Council's Anti-Doping in Sports Commission, and was a past president of the Sports Medicine Association of Singapore. He was the chief medical officer for the Singapore Contingent at the Sydney 2000 and Athens 2004 Olympic Games. He has authored a sports medicine book "Topics in Sports Medicine for GP's", and is currently a member of the teaching faculty for the Sports Medicine Subspecialty Training Programme in Singapore.
- Mr Edgar K. Tham, MS, D Univ, Reg. Psych (S'pore), Cert. Sp Counselor (USA), Cert. Prof Coach (IBC), Director, Harmonic Health, is Singapore's pioneer Sport and Exercise Psychologist. He has been team consultant and traveling psychologist to numerous Singapore sports national teams preparing for the SEA Games, Asian Games, Commonwealth Games, Olympic Games, Paralympic Games and World Championships. He is listed in the International Who's Who of Professionals (2000) for his specialized work in sport psychology.

Founded On The Vision Of Practicing Population-Based Medicine

Harmonic Health is headed by Singapore-born Canadian, Mr Lim Kian-Guan, CEO, and Mr Charlie Brink, Chairman. Dr Machiel Kennedy, Chief Medical Officer, Harmonic Health, oversees the company's product offerings and educational programs, in consultation with the scientific team. The company has future plans to expand regionally in Asia, with Singapore as its base.

Mr Lim Kian Guan, CEO, sums up his vision for Harmonic Health: "Harmonic Health was born out of a vision of practicing population-based medicine, which means providing the resources and knowledge to actively involve thousands of people in combating the global obesity epidemic. It is a company based on medical science, backed by world-renowned physicians and scientists who are foremost experts and researchers in relevant medical disciplines, such as bariatric medicine and nutrition, to address good health, wellness and the global issues of obesity. Obesity is the leading cause of a plethora of life-threatening diseases in the developed world, such as Type 2 diabetes, coronary heart disease, sleep apnea, asthma, hypertension, stroke, gall bladder disease and breast cancer. The global socio-economic costs of obesity can be staggering."

He continued: "As Asian societies develop and modernize, they are starting to face an obesity epidemic that is growing at an alarming rate, which has led to a proliferation of diet pills and diet programs in the market, majority of which have little or no scientific backing. Harmonic Health aims to take the lead in resolving the problem through the help of an expert scientific team with the knowledge, experience and ability to create workable science-based solutions to stop the obesity epidemic. Based on the concept of population-based medicine, we aim to combine medical science and marketing in an effective way to reach out to the masses, to spread our own 'epidemic' of wellness and good health throughout Asian populations."

Asia, A High Risk Region For The Spread Of Obesity

The scientific team at Harmonic Health has identified Asia as a high-risk region for the spread of obesity. Observed Dr Machiel Kennedy, Chief Medical Officer, "Studies have shown that Asians are at higher risk of heart disease at lower body mass index (BMI) measurements compared with their counterparts in the West. The slim and petite Asian physique can be a deadly disguise for high amounts of cholesterol and fat in the arteries. A mere 5 lb (2.3 kg) difference in body fat weight can shift an Asian woman into the 'At Risk' position for Type 2 Diabetes."

Concluded Mr Lim Kian-Guan, CEO, “For this reason, we have chosen to pioneer this unique concept of population-based medicine in Asia. We chose Singapore as the strategic location for the launch of Harmonic Health due to the country’s highly regulated, small but yet competitive market. We believe that a business that can be successful in Singapore will be successful in the rest of Asia. Our ultimate objective is to make a positive impact in the quality of life for Asian populations as an advocate and educator of wellness and good health, starting with Singapore.”

OTC Products Based On Scientific Research And Successful Clinical Trials

Harmonic Health will be launching two breakthrough OTC pain and weight management products, Dr Joint Pain and Double Block, backed by the scientific team and developed from several years of scientific research and successful clinical trials.

Dr Joint Pain

Dr Joint Pain is a topical analgesic fast-acting cream that relieves joint discomfort, joint support pain and provides penetrating pain relief. It is the only pain relief analgesic cream in the Singapore market that utilises a proprietary active ingredient, Celadrin® Esterified Fatty Acid, an all-natural derived fatty acid compound scientifically designed to restore mobility and reduce inflammation in joints, due to its key ability in stopping inflammation at the root and lubricating cell membranes.

Safety studies reported in leading scientific journals reported no side effects¹. Studies on treatment with osteoarthritis patients demonstrated significant improvements in the range of motion of their joints and levels of pain². Clinical studies published in medical journals have shown Celadrin® Esterified Fatty Acid helps reduce pain and inflammation due to osteoarthritis, thus improving the quality of life of those with osteoarthritis³.

Dr Joint Pain, a celadrin® topical cream, is backed by FIMS – International Federation of Sports Medicine. Celadrin® topical creams are the official pain reliever of the International Olympic Committee.

¹ Perry Scientific, Inc Acute Toxicity Study, 1075-2001, April 16, 2001

² J Strength Cond Res. 2005 Feb; 19(1):115-21

³ Journal of Rheumatology 2002 Aug; 29(8): 1708-1712 & Journal of Rheumatology 2004, April 3(4):767-774

Dr Joint Pain will be distributed through more than 400 7-Eleven stores all over Singapore, including those at Shell Stations.

Double Block

Double Block is a uniquely formulated product with two key active ingredients – Phase 2® and Golden Mushroom Extract®. Phase 2® is a proprietary patented ingredient which is the only weight loss ingredient in the world with two USA FDA-certified claims:

- “May assist in weight control when used in conjunction with a sensible diet and exercise program.”
- “May reduce the enzymatic digestion of dietary starches.”

Phase 2® is an all-natural kidney bean extract (*Phaseolus Vulgaris* extract⁴) clinically proven “starch blocker” which blocks up to 66% of carbohydrates. It reduces absorption of starch calories by “neutralising” carbohydrates, thereby decreasing the number of calories consumed, and helps to promote blood sugar control and weight management.

Golden Mushroom Extract® is an all-natural compound (proprietary blend) from *Flammulina Velutipes*, containing Phyto-chitosan and Beta-glucan⁵, a clinically proven “fat blocker” that blocks up to 60% of fats, limits fat absorption and also enhances fat burning. It prevents metabolic syndromes by regulating blood sugar, blood lipid and blood pressure. It also activates and enhances immunity as well as detoxifies and absorbs heavy metals.

Double Block will be distributed through 36 NTUC UNITY pharmacies in Singapore.

⁴ Source: Safe in human and animal studies. Int J Med Sci 2007: 4:45-52

⁵ Source: Safe in human and animal studies. Int J Med Sci 2007: 4:45-52



Educational Division – The Academy Of Health Sciences

The Academy of Health Sciences is the educational division of Harmonic Health and is dedicated to delivering cutting-edge, industry-relevant certification, courses and programs in partnership with leading professional bodies. It also offers continuing education opportunities to professionals in the fitness, health and exercise science industry, to help them increase their awareness and knowledge in the areas related to medical weight management, so that they would be better equipped to deal with new challenges.

The curriculum is based on the learnings and formula of the highly successful Women's Center Eating Disorders Treatment Program in Hattiesburg, Mississippi in the USA, spearheaded by Dr Ralph Carson, Chief Research and Development Officer, Harmonic Health.

Lifestyle & Wellness Coach Certification

The Lifestyle and Wellness Coach Certification syllabus uses a modular-based system of study. There are a total of 6 modules for full certification. Participants may choose to take the modules separately over a period of no more than two years to be eligible for full certification.

Module 1: Lifestyle Coaching

Module 2: Behavioral and Lifestyle Changes

Module 3: Diets and Supplements

Module 4: Exercise Programming and Injury Management

Module 5: Childhood Obesity and Weight Loss

Module 6: Advanced Topics in Weight Management

Faculty Members:

- Mr Edgar K. Tham, MS, D Univ, Reg. Psych (S'pore), Cert. Sp Counselor (USA), Cert. Prof Coach (IBC), Director, Harmonic Health, is Singapore's pioneer Sport and Exercise Psychologist who has been team consultant and traveling psychologist to numerous Singapore sports national teams preparing for the SEA Games, Asian Games, Commonwealth Games, Olympic Games, Paralympic Games and World Championships.
- Dr Machiel N. Kennedy, M.D., Chief Medical Officer, Harmonic Health, is a licensed medical doctor who is a board certified specialist in Family Practice and Bariatric Medicine (weight loss).

Also a member of the American Society of Bariatric Physicians (ASBP) and the North American Association of the Study of Obesity (NAASO).

- Dr Vicki Berkus M.D., Ph.D. CEDS, Chief Science Officer, Harmonic Health, is past president and current board member for the International Association of Eating Disorders Professional (IAEDP), and member of the Academy for Eating Disorders and the American Society of Bariatric Physicians.
- Dr Ralph Carson, R.D. B.S., B.H.S., Ph.D., Chief Research and Development Officer, is a nationally recognized clinical nutritionist and exercise physiologist in the USA, and faculty member of the University of Alabama at Huntsville.
- Dr Denise E. Bruner, M.D., Chief Bariatric Officer, Harmonic Health, a certified physician with the American Board of Bariatric Medicine. She was a former President and Chairman of the Board of Trustees of the American Society of Bariatric Physicians.
- Dr Patrick O.L. Goh, M.D., MSS (Sports Med), Director, Harmonic Health, one of Singapore's pioneering sports physicians, Chairman of the Singapore National Olympic Council's Anti-Doping in Sports Commission, and a past president of the Sports Medicine Association of Singapore.
- Ms Genevieve Phua, BSc (Ex & SPSCI), Cert. Fitness Instructor (FISAF), Cert. Group Ex Instructor (SSC), is a fitness and wellness consultant and educator who teaches at various academic institutions and fitness centers in Singapore.
- Mr Ramlan Abdul Latiff, BSc (Fitness Mgt), MSc (Fitness & Lifestyle Management), HFD(ACSM), CSCS, is a former consultant to the US Public Health Service, US Army Corps Of Engineers, and US Air Force. Currently, he is an exercise and fitness lecturer at the Republic Polytechnic and other academic institutions.
- Mr Peter Khoo, BSc (Psych), Master Coach (BCI-USA), Cert. Fitness Instructor (ACSM, SSC, FISAF), is a corporate wellness and fitness program design consultant, and lecturer & examiner for the Basic Exercise Course and Fitness Instructor Course of the Singapore Sports Council.
- Mr Mike Yoong, BSocSci, SpecDip in Workplace Health Promotion, Cert. Aerobics & Fitness Instructor (SSC), is the former President of the Singapore Fitness Instructors Association who is actively involved with children and senior's fitness, community-based programs, wellness workshops and exercise courses.

For more information, please go to www.healthsciencesacademy.com.

Public Forum In Commemoration Of World Diabetes Day

In commemoration of World Diabetes Day on November 14, 2008, Harmonic Health's scientific team will be hosting a public forum, "The Missing Links in Effective Lifestyle and Weight Management", details of which are as follows:

Date: Saturday, November 15, 2008
Venue: Singapore Management University
School of Accountancy/ School of Law
Ngee Ann Kongsi Auditorium, Level 2
60 Stamford Road, Singapore 178900
Registration fee: S\$10 per person

Registration at www.harmonichealth.com or hotline 6566-7788.

The scientific team will educate the public on relevant topics such as the scientific truth behind OTC diet books and supplements, practical strategies to combat child obesity, chronic inflammation and the neuropsychobiology of hunger and appetite.

ABOUT HARMONIC HEALTH SINGAPORE PTE LTD

Harmonic Health Singapore Pte Ltd ("Harmonic Health") is a science-based health and wellness company dedicated to enabling active and healthier lifestyles in the masses through the practice of population-base medicine. It offers products and educational programs backed by an expert scientific team comprising of world-renowned USA-based and Singapore-based physicians and researchers in various health sciences disciplines, such as bariatric medicine, eating disorders, sports psychology and medicine. Harmonic Health develops scientifically sound products and programs that improve weight control, health, wellness, and graceful aging. Harmonic Health currently has offices in the USA, Canada, Hong Kong, Malaysia and Singapore, with more offices being established around the world in the coming months and years.

www.harmonichealth.com



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