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Neogenis Labs, Inc  
2620 Capital of Texas Hwy S  
Building One, Suite 210  
Austin, TX 78746

Re: Nitric oxide activity of Beetroot Powder

To Whom It May Concern:

My lab has tested the nitric oxide potential of Neogenis beetroot powder used in SuperBeets and BeetElite products. My lab has the analytical tools and expertise to interrogate the NO pathway at every step utilizing biological samples as well as cells in culture or from ingredients marketed towards nitric oxide. We tested the nitrite and nitrate content of the beet powder and the resulting plasma levels of nitrite and nitrate after consuming a single serving (5g). Furthermore, we can detect and quantify authentic nitric oxide gas that is liberated when the beet powder is added to a solution that reconstitutes the luminal environment of the stomach. This allows us to determine if the beet powder will liberate and generate nitric oxide when it is consumed and reaches the stomach. Also plasma levels of nitrite and nitrate reflect total body NO availability and are good biomarkers for NO production. I have included the data from our analysis below.

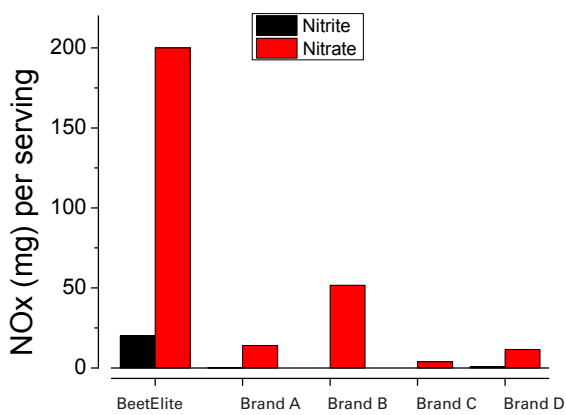


Figure 1: Nitrite and nitrate content of commercial beet powders

We compared the nitrite and nitrate (NOx) content of BeetElite/Superbeets to other Beetroot products on the retail market in the US. Our data reveal that the Neogenis beetroot powder contains more nitrite and nitrate than any comparative product we have tested. Both nitrate and nitrite can be serially reduced to nitric oxide by nitrate reducing bacteria and mammalian enzymes respectively. Foods or supplements that contain sufficient amounts of nitrate and nitrite can be a source of NO in the human body.

In order to determine if the nitrite and nitrate in the Neogenis beetroot powder could generate authentic NO when consumed, we created an aqueous solution that mimics the same pH and environment as in the stomach. As shown in Figure 2, authentic NO gas is released from the Beet powder indicating that it does indeed release NO.

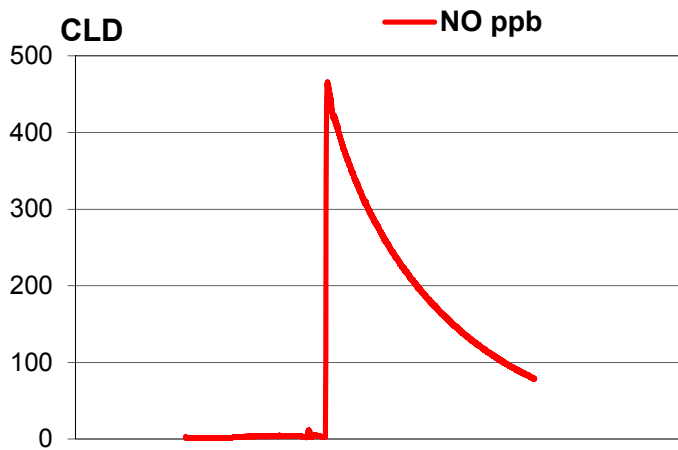


Figure 2: NO gas released by SuperBeet/BeetElite powder when dissolved in an aqueous solution

and nitrate levels every half hour for 2 hours. As shown in the figure above, consuming a single serving of Neogenesis beet powder increases plasma nitrite and nitrate levels within 30 minutes and these levels remain significantly elevated for 2 hours. Plasma nitrite and nitrate levels have been shown to reflect nitric oxide bioavailability. Decreased levels of plasma nitrite and nitrate are reflective of reduced NO production/availability. Increased plasma nitrite and/or nitrate are known to promote cardiovascular health and improve exercise performance. These data reveal that a single serving of SuperBeets/BeetElite can increase NO availability and lead to better health.

Collectively, using high performance liquid chromatography (HPLC), ozone based chemiluminescence to detect free NO gas and collecting blood from human subjects consuming SuperBeets/BeetElite reveal that this specific beet powder does increase nitric oxide production and bioavailability in humans. Please feel free to contact me with any questions.

Sincerely,

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Plasma levels of nitrite and nitrate are considered biomarkers for nitric oxide production. Low levels of nitrite and nitrate are reflective of low NO production and conversely an elevation of plasma nitrite and nitrate are indicative of an increase in NO availability. In order to demonstrate that SuperBeets/BeetElite are effective at increasing NO bioavailability, subjects consumed a single serving of Neogenesis Beetroot powder and then we monitored their plasma nitrite

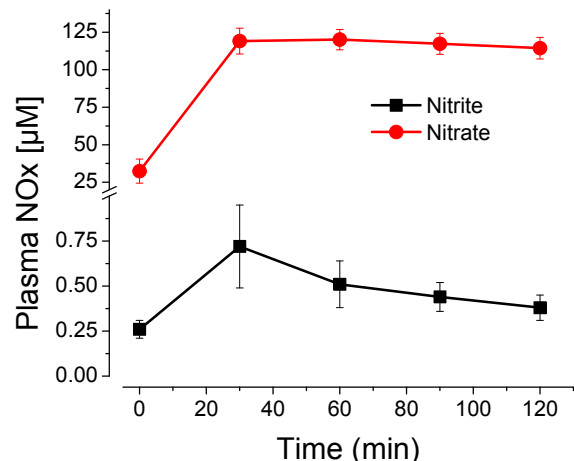


Figure 3: Blood levels of nitrite and nitrate after consumer a single serving of SuperBeets (n=8 subjects)