

AQUANOVA: targeted health and beauty benefits on basis of a new scientifically based approach
Path breaking weight management product utilizes food safe nano carriers

Darmstadt, March 9th, 2006 – AQUANOVA, leading supplier of nanostructured liquid formulas (“solubilisates”) for active substances, presents an innovative solution for intelligent weight management under the brand name “NovaSOL® SUSTAIN” thus making its advanced technology available for another superior application. “NovaSOL® SUSTAIN” focuses on sustainable weight management, fat reduction primarily at the waist.

The natural active substances obtain their unique effectiveness for sustainable weight management by means of the applied food safe solubilization technology and the resulting nanostructure. AQUANOVA managed to integrate the relevant active substances into a single nano carrier, which transports them rapidly to blood plasma and thus allows them to create the maximum bioavailability. In addition to the high effectiveness in terms of bioavailability, the unique nanostructured combination is vital for the products effectiveness in terms of targeted weight management: the synergistic effect results in a significant reduction of the waist and the so called visceral fat, which is associated with a direct correlation to increased health risks such as women’s coronary heart disease or prostate cancer.



Although not very well known, visceral fat is the category of fat, which bares the highest health risks, because it surrounds vital organs and is metabolized by the liver, which turns it into blood cholesterol. Human’s body fat indeed has to be differentiated into two categories. First there is subcutaneous fat, which is directly located below the skin. Secondly there is visceral fat, which is placed beneath the muscles and which often remains mainly unnoticed because it is not directly visible. Only by means of magnetic resonance imaging visceral fat can be unveiled by picturing the inside of the abdomen for an estimation of a person’s visceral fat amount.

A recent randomized controlled blinded study proved, that NovaSOL® SUSTAIN has the ability of targeted visceral fat reduction, which has both health benefits and beauty effects due to the reduction of waist. The renowned scientists in the field of nutrition Dr. Ute Gola (Institut for nutrition and prevention in Berlin, Germany) and Prof. Dr. Biesalski (head of department of biological chemistry and nutrition in Hohenheim, Germany) are convinced that NovaSOL® SUSTAIN is a completely new and very promising approach for intelligent and targeted weight management: “The study has proven, that the specific ingredient combination and galenics of NovaSOL® SUSTAIN are suitable to support fat and waist reduction on the one hand and satiety, the most important basis for weight maintenance, on the other hand. Therewith and for the first time a natural combination for weight management and weight maintenance is available, which represents an all new therapeutic and successful approach.” The study results will be presented for the first time at a FASEB conference (Federation of American Societies for Experimental Biology) in San Francisco on April 1st – 5th, 2006. In the course of the conference, details will be given on the study and the underlying product features.



AQUANOVA offers NovaSOL® SUSTAIN as a liquid, crystal clear solubilisate, which is both fat and water soluble, thus making the product available for a broad range of applications such as drinking ampules or capsules. The product is ready to use for manufactures and integration into their end products and production processes.

Company profile AQUANOVA:

AQUANOVA is a leading supplier of innovative solubilisates for raw materials and active substances. Completely in accordance with the era of nanotechnology, AQUANOVA develops and produces nano structured substances (product brand "NovaSOL") utilizing its proprietary technology and in close cooperation with renowned scientists. The basis are nano particles (so called "product micelles"), which are thermally, mechanically and pH stable, even in gastric acid. These particles exhibit an average diameter of only approx. 30 nm. By means of the product micelle and the AQUANOVA solubilisates, the development of innovative and pioneering end products in the fields of nutraceuticals, cosmetics, and pharmaceuticals is extremely simplified technically / galenically (due to dispensing with matrix design). The absorption of the active substance in the solubilisate (product micelles) and the bioavailability is significantly increased and optimized. In addition the solubilisates generate unique technical features and benefits such as superior antioxidative capacity for essential oils. The company's headquarter is located in Darmstadt (near Frankfurt), Germany.

Contact:

AQUANOVA German Solubilisate Technologies (AGT) GmbH

Mr. Frank Behnam

Birkenweg 8-10

64295 Darmstadt

Germany

Phone: +49 (0) 61 51 / 6 69 69 -15

Fax: +49 (0) 61 51 / 6 69 69 -29

E-Mail: frank.behnam@aquanova.de

Internet: www.aquanova.de