

## Media Fact Sheet

<b>Company Name:</b>	Good Elements, Inc.	<i>Last updated September 2008</i>
<b>Founded:</b>	2005	
<b>Headquartered:</b>	4850 Donald Ross Road, Suite 105-115, Palm Beach Gardens, FL 33418, 800-492-2454	
<b>Management:</b>	Dr. Britta Zimmer, N.D., Co-Founder, President, Chief Health Officer Tim Quinn, Co-Founder and CEO Lyle Deitch, Co-Founder, Advisory Board Grady Womack, Co-Founder, Advisory Board	
<b>Value Proposition:</b>	Good Elements proprietary, health objective-specific supplements are uniquely formulated using optimal levels of superior quality, all natural ingredients that are purposefully combined to work together synergistically, which maximizes absorption into the body and, thus, provides optimum results.	
<b>Mission Statement:</b>	Good Elements is committed to offering consumers best-of-breed all natural health supplements, containing the highest possible quality vitamin, mineral and herbal essentials, to help them successfully cultivate a healthy body and balanced mind, ultimately resulting in a happier, more enriching life.	
<b>Product Line:</b>	<p><b>Essentials™</b> - A complete daily multivitamin and mineral formula containing a unique blend of enzymes, super green plants and herbal extracts.</p> <p><b>Renewal™</b> - An all natural, complete antioxidant supplement formulated to help users look and feel younger by promoting anti-aging and the health and longevity of the body's cells.</p> <p><b>Boost™</b> - A natural energy supplement containing healthful nutrients and herbs used for centuries to help the body sustain energy levels and improve stamina without producing peaks and crashes.</p> <p><b>Dream Supply™</b> - A safe, gentle and effective sleep formula that promotes a restful and restorative deep sleep without next day drowsiness.</p> <p><b>Craving Control™</b> - A dietary supplement that facilitates safe weight loss by increasing metabolism and stabilizing blood sugar levels to help users avoid unhealthy snacking.</p> <p><b>Chill™</b> - An all-natural, non-addictive stress and anxiety relief supplement that reduces feelings of anxiety, and supports emotional well being by moderating the body's physical and emotional response to daily stress.</p> <p><b>Resistance™</b> - A completely natural immune system booster that strengthens the body's natural defenses in the fight against common illnesses</p> <p><b>Lucid™</b> - A "brain power" blend that helps support memory, concentration and overall cognitive performance by aiding the circulation of blood and oxygen to the brain, which also helps to remove unwanted toxins.</p> <p><b>Motion™</b> - An anti-inflammatory supplement that reduces joint pain, improves mobility and promotes overall joint health.</p> <p><b>Sneeze-less™</b> - A non-drowsy formulation helps reduce the symptoms of an allergic reaction while helping to strengthen and retrain your immune system to better deal with future allergic exposure.</p>	
<b>Distribution:</b>	Online storefront at <a href="http://www.GoodElements.com">www.GoodElements.com</a> and through select customer-focused natural health spas and other natural products-driven resellers and retailers throughout the United States.	