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FOR IMMEDIATE RELEASE

**A MAJOR SCIENTIFIC BREAKTHROUGH FROM NOVEL *GYMNEMA SYLVESTRE*
ISOLATE RESEARCH MAY PROVIDE A NEW THERAPY FOR TYPE 2 DIABETES**

Neenah, WI - April 6, 2009 - Ayurvedic-Life International, LLC announced today that it's sponsored research at King's College-London featuring it's multi-patented next-generation *Gymnema sylvestre* extract, "validates its development for clinical use" per a research paper published in *Cellular Physiology and Biochemistry*, February 2009;23:125-132.

Low concentrations of the novel *Gymnema sylvestre* isolate stimulate insulin secretion in-vitro without compromising pancreatic beta cell viability, unlike the commonly used GS-4 standardized *Gymnema sylvestre* extract. Ayurvedic-Life's novel *Gymnema sylvestre* isolate has the ability to stimulate insulin secretion similar to sulphonylureas and meglitinide analogues that are currently used for the treatment of Type 2 Diabetes.

Ayurvedic-Life's novel *Gymnema sylvestre* isolate is produced from their patented proprietary extraction process that preserves the *labile* of *compounds* the key *Active Principles* of botanically pure *Gymnema sylvestre* leaves. *Gymnema sylvestre* is a unique plant that grows primarily in the Indian sub-continent and has been used as a natural folk medicine for maintaining optimal health since 6,000 B.C. Several tribes, including the Santals in east-central India have used *Gymnema sylvestre* leaves for centuries as a folk remedy.

Dr. Arun K. Chatterji, PhD, the inventor of the patented *Gymnema sylvestre* Virgin Isolate extraction technology and the Chairman and CEO of Ayurvedic-Life International, states, "My invention of the Ayurvedic Virgin Isolate technology coupled with the superb cellular level

research performed at King's College-London has the potential to bring a truly unique health solution to millions of people worldwide."

For more information on the research conducted at King's College-London and their complete research paper, please visit <http://www.karger.com/cbp> .

About Ayurvedic-Life International, LLC

Located in Neenah, WI, Ayurvedic-Life International, LLC, is focused on developing novel proprietary compounds from natural substances to improve the health of mankind. For more information, please call 920-968-0988 or visit <http://www.ayurvedic-life.com> .