

August 11, 2009

How can the FDA have concerns over our product when it is being supplied by one of their approved labs. The other e-cig companies can't say that!

We all recognize that there has been some negative press regarding the electronic cigarette because of the Njoy and Smokeeverywhere companies after a FDA press conference on July 22nd and it has caused many to be cautious regarding recruiting new inLife distributors NOT ANYMORE!!! It's full speed ahead!

It has been a tough 3 weeks but we can clearly say that the FDA issue is behind us and there is a Press Release that has gone out today (August 11, 2009) to many media outlets. You can read the press release below. This is what we all needed to move forward in confidence with our businesses. We have always had the most innovative product in the network marketing world, a great compensation plan, brilliant founders and now we have...

- Fantastic customer service
- A new solid state battery that WORKS!
- And finally...our product supplied by an FDA APPROVED LAB !!!

It is time to let everyone know, with confidence, about our opportunity and our product, which is now manufactured in an FDA APPROVED LAB!!!

For Immediate Release:

Doctors of Tobacco Harm Reduction state the electronic cigarette is 1400 times safer than standard cigarettes despite FDA warning.

On July 22nd the FDA issued a warning to the public against electronic cigarettes with suspect data to support their claim. The FDA has a public responsibility to protect against products that can be harmful and in its release it warned that the two electronic cigarettes it tested (Njoy and Smoke everywhere) "contain carcinogens and toxic chemicals such as diethylene glycol, an ingredient used in antifreeze" without noting the actual associated numbers to quantify the claim or noting any individual that has been harmed since the electronic cigarette's introduction two years ago. Leading expert in tobacco control research and harm reduction, Dr. Michael Siegel says, "In addition, recent research conducted by Dr. Murray Laugesen reveals that the toxic emissions score for electronic cigarettes is much lower than that of conventional cigarettes. In fact, **the toxic emissions score** - which is a score based on the levels of 59 priority toxicants - **was zero for electronic cigarettes**. In contrast, it was 126 for Marlboro and it was no lower than 100 for any brand of conventional cigarette tested." The actual scientific data on nitrosamines, the carcinogens the FDA said it found in their study, were not in the report or press release but are available from the 2008 New Zealand study by Dr. Murray Laugesen as shown below:

Product	NNN	NNK	NAT	NAB	Total
Electronic cigarettes (2)	3.87	1.46	2.16	0.693	8.2
Camel (1)	3100	1400	2800	150	7450
Skoal (1)	4500	470	4100	220	9290
Marlboro (1)	4300	1800	4900	190	11190

As can be seen, the e-cig has 8.2 ng/g versus 11,190 ng/g for Marlboro, Americas leading brand.

There are now well over one hundred thousand people using the “e-cig” and removing this option, which tobacco researchers and studies are proving is safer than tobacco smoking, would condemn them to returning to traditional cigarettes. Tanya Moraffah, a southern California electronic cigarette user says, “Going back to smoking tobacco would be lining me up for a death sentence. I felt horrible, was very sick and had a severe cough all the time when I smoked tobacco.” Peter French, also from Southern California said, “The e-cigarette is literally saving my life.” Terri Davidson from Texas said, “I no longer have a heavy feeling in my lungs due to tar from smoking tobacco.” Thousands of people that have stopped smoking cigarettes and use the electronic cigarette have similar stories. Dr. Siegel continues, “The FDA and anti-smoking groups are comparing electronic cigarettes to a solution of spring-fresh Maine mountain water. What they need to compare electronic cigarettes to is something known as a Marlboro cigarette.”

Dr. Brad Rodu, DDS, Endowed Chair, Tobacco Harm Reduction Research University of Louisville states, “The FDA tested e-cigarettes for TSNAs using a questionable sampling regimen, and the methods were so sensitive that the results may have no possible significance to users. The agency failed to report specific levels of these contaminants. ” Dr. Rodu went on to say, “These are not the actions of an agency that is science-based and consumer friendly.”

Recently a South African study by doctors of 349 e-cig users netted the following results:

All participating doctors agreed that e-cigarettes are a significantly healthier alternative to conventional smoking.

- 6% of smokers quit within two weeks increasing to 45% within eight weeks.
- 52% of all patients reported both increased levels of energy and visible improvement in their physical appearance.
- When asked what factors about smoking tobacco cigarettes were the hardest to give up, 49% of patients said nicotine cravings and 24% said the habit itself. Twenty-seven percent of all participating smokers said that a combination of all factors (the habit, nicotine, the taste and feeling of smoking) made it hard to quit.
- When asked if an e-cigarette could act as an agent to overcome all the physical and psychological challenges to quit tobacco smoking, all doctors said "yes".

All inLife products are supplied by an FDA approved lab. All ingredients contained in inLife products are Generally Recognized As Safe (GRAS) by the FDA.