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ALKALETE™ Proven Stronger than OTC Ant-Acids

Salt Lake City, Utah – July 1, 2010 Yoli, Inc. and their formulating partners have collaborated in the development and promotion of the patented Alkalete nutritional supplement announced the results of a comparative study of alkalizing agents conducted by Pacific Testing Laboratories. The study tested the acid neutralizing strength of two well-known alkalizing agents – TUMS® and Maalox® – compared to Alkalete.

Alkalete is a patented alkalizing composition of minerals recognized by the U.S. Food and Drug Administration as a new dietary ingredient – a designation of product uniformity and safety. Yoli uses Alkalete in a range of products because it is a strong, safe, uniform, ingredient with superior body alkalization effect, which is proven to improve energy and vitality for active lifestyles.

Pacific Testing Laboratories, an independent testing lab in Seattle, WA, measured the quantity of three alkalizing agents needed to raise the pH of 150ml of an HCl (hydrochloric acid) solution from an initial 2.0 pH to 6.0 pH. This standard laboratory bench test is used to comparatively measure the strength of alkalizing agents.

David Matteson, consultant to the natural products industry, said, “Many Yoli distributors have asked me how does Alkalete compare to other antacids and alkalizing agents in the market. I thought this simple study would be useful to understand how unique this patented formulation truly is. The results are phenomenal, and clearly demonstrate Alkalete’s superior acid buffering strength.”

The study’s results showed that Alkalete’s power to neutralize acid is:

- **12 times stronger than TUMS**, and
- **17 times stronger than Maalox** in neutralizing acid.

This is particularly impressive since, as Robert Burns, Ph.D. (Yoli's formulating partner) observed, "As impressive as these results are, I think this study actually **understates the alkalization power of Alkalete**. Because of Alkalete's unique manufacturing process, it releases its alkalization strength very slowly. Therefore, I believe that we're only seeing a fraction of its true strength."

Bobby Jones, co-founder and Chief Logistics Officer of Yoli, commented, "Calls from Yoli customers and distributors pour into Yoli headquarters daily confirming what we already knew from these studies; people feel better on Alkalete. It's a powerful, all natural, acid neutralizer that doesn't have all the chemicals and fillers of other products."

Matteson added, "Lay chemists sometimes compare the ingredients in Alkalete with TUMS. The ingredients in TUMS and Alkalete are similar. However, this study confirms the patented formulation for Alkalete is much more powerful than any OTC antacid or alkalizing agent on the market."

Corey Citron, co-founder and Chief Marketing Officer of Yoli, stated, "Focusing in on just the acid neutralizing benefits alone, Yoli could build a hundred million dollar brand. This is just one of the many benefits of Alkalete. Critics agree that Alkalete is a product with true viral potential and those entrepreneurs who recognize this have the opportunity to witness a business explosion like nothing they've ever seen."

Yoli, Inc, is a leading distributor of nutritional supplements and healthy beverages. Yoli distributes its products exclusively through direct sales/network marketing independent distributors.

www.yoli.com