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PUBLISHED STUDY SHOWS EPICOR® SIGNIFICANTLY REDUCES INCIDENCE AND DURATION OF COLD AND FLU

ANKENY, Iowa, February 25, 2008 — EpiCor®, the immune balancing all-natural, high-metabolite immunogen manufactured by Embria® Health Sciences, has a significant impact on the incidence and duration of the common cold and flu, confirms a study published in the February 22, 2008 issue of *Urologic Nursing*, the official journal of the Society of Urologic Nurses and Associates. Specifically, the study found that with the use of EpiCor, cold and flu symptoms were 21 percent less likely to occur overall, and observable symptom duration was reduced by 14 percent.

The randomized, double-blind, placebo-controlled clinical trial was conducted during an acute 12-week period of the year for cold and flu seasonal symptoms. In this study, 116 participants who had recently been vaccinated against seasonal flu (influenza) received daily supplementation with 500 mg of EpiCor or placebo. Extensive quantitative and qualitative data showed that the participants receiving EpiCor had significantly fewer cold and flu symptoms and significantly shorter duration of symptoms as compared to those taking a placebo. Placed in a health care context wherein professionals have increased contact with unhealthy patients, this translates into approximately 32 percent fewer annual sick days.

Based on these encouraging results, the study's lead author, Mark Moyad, MD, MPH, of the University of Michigan, suggests that future studies focus on the use of EpiCor as a potential single agent to reduce cold- and flu-like symptoms in healthy individuals who have not received any prior flu vaccination.

"This is the largest randomized trial to examine the impact of a fermented yeast product on cold- and flu-like symptoms ever conducted," said Larry Robinson, Ph.D., a co-author of the study and vice president of scientific affairs, Embria Health Sciences, "If EpiCor can significantly reduce the incidence and duration of colds and flu, imagine the significance this could have on healthcare costs, sick days and lost revenue—in addition to the more obvious impact on people's overall health."

About EpiCor:

EpiCor is an all-natural, high-metabolite immunogen designed to modulate and balance the human immune system. This dried, complex fermentation product is derived from a proprietary process consisting of *Saccharomyces cerevisiae* and the medium in which it is grown and is composed of metabolites, vitamins, minerals, amino acids and antioxidants. Recent clinical studies show EpiCor to possess significant anti-inflammatory activity and activate crucial defense cells (Natural Killer, T-, and B-cells). Researched to be safe for ongoing use, EpiCor is non-toxic, free of contraindications, non-mutagenic and has self-affirmed GRAS status from an expert panel comprised of members with extensive Food and Drug Administration (FDA), Environmental Protection Agency (EPA) and National Institute of Health (NIH) experience. Clinical research on EpiCor has been presented at the Federation of American Societies for Experimental Biology (FASEB) Conference and the American College of Nutrition (ACN) Symposium.

For more information on EpiCor, visit embriahealth.com. For an abstract of this study, please contact Amanda Holty at 801.538.0777 or amandah@imgbranding.com.

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References:

Moyad, M, et al. Effects of a modified yeast supplement on cold/flu symptoms. *Urologic Nursing* (2008), [XX:X, XX-XX](#).