

FOR IMMEDIATE RELEASE
April 19, 2007

Contact: Amber Stidham
Imagine Marketing of Nevada
(702) 837-8996

Japanese ‘super nutrient’ now available to U.S. consumers
Local company named exclusive distributor of popular Seigen product line;
Natural health product strengthens immune system and overall health

LAS VEGAS – Today Mister GreenGenes Nutrition Center announced it has become the exclusive North American distributor for the Seigen line of biofermentic products.

Seigen, which was originally formulated in Japan in 1931, is a next-generation probiotic derivative that strengthens the immune system by creating a harmonious environment in the gastrointestinal tract, according to numerous scientific studies.

The Seigen product line has been so successful among consumers that just last year the product’s parent company, A.L.A. Corporation, reported over \$60 million in annual sales revenues from its more than 100,000 Japanese customers.

“In more than 25 years in the industry, I’ve never seen a product as effective as Seigen,” said Charles Green, owner and founder of Mister GreenGenes Nutritional Center.

Green, who travels the world in search of proven treatments for major health concerns, describes Seigen as a “super nutrient.”

“Everyone’s gastrointestinal tract contains trillions of good and bad bacteria,” Green said. “If people eat yogurt or take a probiotic supplement, they introduce additional good bacteria into their systems. Seigen scientists took this one step further, discovering how to incubate 12 live strains of lactic acid bacteria in ideal external environments. When people take Seigen, they flood their bodies with beneficial metabolites, the valuable byproducts of the bacterial fermentation process.”

The result? Harmful bacteria are literally overwhelmed by Seigen’s powerful detoxifying effect.

According to Green, Seigen enables the immune system to ward off disease, combat existing illness, and shorten recovery time. It also allows users to maintain high levels of beneficial bacteria throughout their lifetimes, creating an optimal state of health.

“It’s really a quality of life issue,” Green said. “Finding products that truly work is more than just a job for me. It’s my ministry.”

It’s a ministry that keeps him on the cutting edge of the burgeoning nutraceutical field, in which natural products provide long-term therapeutic benefits without the side effects of drugs.

For more than two years, Green spent time in Japan reviewing studies and personally interviewing Seigen developers and consumers. Only then did he decide to enter into an arrangement to bring the Seigen line to North America.

Green has done this type of thing before.

In the mid-90s, he was the country's largest distributor of Wobenzym, a natural anti-inflammatory product from Germany that is still the second highest selling analgesic in the world behind aspirin.

"Real life solutions exist right now for the growing number of people who suffer from degenerative diseases, life-style afflictions, or who simply want to live healthier lives," Green said. "There are breakthrough technologies like Wobenzym and Seigen that help improve health and prevent future problems. Conventional medicine has its place, especially in the treatment of acute symptoms, but it's critical that consumers educate themselves about their health alternatives."

That's where Green comes in.

He estimates that he spends 90 percent of his time educating himself and his clients about nutraceuticals like Seigen.

"It doesn't take long for them to experience the direct benefits these products have to offer," Green said.

Long-time customer Brian Rouff is just one example. He was one of a select group chosen to test Seigen earlier this year. For many years, Rouff's daughter suffered from recurrent bladder infections. Two or three times a year, doctors had no choice but to hospitalize her and hook her up to intravenous antibiotics. When she began developing resistance to even the strongest drugs, Rouff turned to Green for advice.

"Our daughter has been taking the Seigen product for three months now, and the results have been remarkable," Rouff said. "She has gained weight, her energy level is higher than ever before, and there have been no signs of infection. We'll make sure that she continues to take Seigen as a preventative measure."

Green has a file folder of similar testimonials from people suffering from a variety of maladies. Typically, they all end essentially the same way: "I should have talked to you about my problems sooner."

Mister GreenGenes Nutrition Center is located at 3315 E. Russell Road in Las Vegas. For more information, on the Seigen product line or Mister GreenGenes call 702-450-2100 or visit seigenusa.com or mistergreengenes.com.

#####