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## CLINICAL STUDY ON LIFEMAX'S MILA RELEASED

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ORLANDO, Fla. –Lifemax announced the preliminary results of a study commissioned to evaluate the effect that Mila would have on people with elevated levels of cholesterol, particularly the “bad cholesterol,” LDL. The study was conducted by The University of Texas Health Science Center at Houston and the results released on February 7th in Orlando.

“We were thrilled to have an institution as well-regarded as The University of Texas Health Science Center to perform this study,” said Paul Rogers, Lifemax’s Chief Executive Officer. “The results exceeded our expectations!”

To demonstrate the effectiveness of Mila, the study juxtaposed the effect Mila had on cholesterol, against a known statin drug. The study was an open label, parallel assignment, randomized study. It was conducted over the course of three months with 30 participants, 18 female and 12 male. Participants were divided into two groups and each had their cholesterol tested to create a baseline. One group was given the raw whole food Mila while the other group was given one of the leading statin drugs.

Unlike many clinical studies, where a product is compared to a placebo or non-active group, this was a head to head comparison. The researchers wanted to see how Mila would compare to a known statin. Mila matched the statistically significant drop in the LDL as compared to the known statin drug. Furthermore, Mila reduced the systolic blood pressure by a statistical significance, also matching that of the statin.

The study concluded that the raw whole food, Mila, matched the leading statin drug in its ability to lower both LDL and systolic blood pressure.

Lifemax chose to study the effects of Mila on cholesterol because cholesterol is something that all humans share and it is not a disease. The study focused on the effects on the LDL because it is known as the “bad cholesterol.” In January 2009, the U.S. Food and Drug Administration reaffirmed its position that elevated amounts of low-density lipoprotein (LDL), are a risk factor for cardiovascular diseases such as heart attack, stroke and sudden death and that lowering LDL cholesterol reduces the risk of these diseases.

Lifemax believes in the importance of a healthy lifestyle and good nutrition and Mila gives the body what it needs -- Omega 3s, protein, fiber and phytonutrients. By giving the body proper nutrition, you help the body to heal itself, which is the basic premise of whole food nutrition.

“We are very encouraged by the preliminary results of this study, and we look forward to seeing it published and released for review in the coming months,” said Rogers. “We obviously see and hear about the results of Mila on a daily basis, but this type of study helps to validate, in an irrefutable way, that Mila can help people have an all-natural approach to overall health.”

The complete study results will be released in the coming weeks.

Lifemax is a direct sales network marketing company known for its proprietary selection of *Salvia hispanica* L., Mila. Mila is not a drug and is not intended to treat, cure, or prevent any disease. The information provided is intended for educational purposes. It is not to be construed as providing medical advice or substitution for professional services. All information provided is general and not specific to individuals. We endeavor to state the case properly and educate our associates appropriately. Lifemax does not, in any way, represent treatment, cure or mitigation of disease. Persons experiencing health problems should consult a medical professional.