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New All Natural Products Help Improve the Immune System and Defend Against the Problems of Modern Living

University of Minnesota researchers declare the new Immuno-Viva products provide much-needed nutritional support to the immune system

MINNEAPOLIS, (23 August, 2007) – Botanic Oil Innovations, Inc., a company committed to developing all natural, nutritional immune-boosting supplements, today announced the launch of its breakthrough Immuno-Viva line of products. These daily nutritional supplements are potent antioxidants that may enhance the body’s ability to defend against a range of health concerns and slow the aging process.

Hectic schedules, stress, lack of exercise, environmental pollutants and convenience-driven diets have been shown to cause an increased amount of free radical activity in human bodies. High levels of free radical activity have been linked to biological degradation that can speed the aging process and lead to several medical conditions, including cardio-vascular health . Antioxidants such as those found in the new Immuno-Viva products help to counteract this free radical activity.

“Free radicals are like rust in your body,” said Arnold S Leonard, M.D., Ph.D.. “We’ve found that the combination of different types of natural antioxidants result in more potent supplements and help defend against the harmful effects of free radicals.”

The Immuno-Viva line of products are precisely formulated blends of oils and flours extracted from antioxidant-rich seeds, such as black raspberry, black cumin, cranberry and chardonnay grape. Botanic Oil Innovations uses its exclusive NatureFRESH Cold Press technology – rather than the more commonly used heat or chemical processes for extracting oils and flours – which enhances the antioxidant value of the supplement; making the Immuno-Viva products a supreme source of pure, natural, highly potent antioxidants.

“Immuno-Viva is a powerful supplement for people who want to take charge of their health in an all natural way,” said Mark Mueller, president and principal founder of Botanic Oil Innovations.

“We have developed a broad product line ranging from core daily supplements for people who want to nutritionally support their immune system and general health to additional supplements that each focus on specific health benefits.”

Immuno-Viva Product Line

The Immuno-Viva family of products is designed to address specific health needs and improve overall health.

Immuno-Viva Core

A daily dose of Immuno-Viva Core is the foundation to enhancing overall health. Research conducted in various laboratories has shown the ingredients in Immuno-Viva Core may boost the immune system, reduce the inflammatory process and promote cardiovascular, blood lipid and skin health.

Immuno-Viva Ease

Immuno-Viva Ease is designed to support healthy inflammation function.

Immuno-Viva Recovery

The antioxidant rich nutri-seed power flours of Immuno-Viva Recovery help to counteract the free radical imbalance produced by strenuous exercise; making it ideal for athletes and highly active individuals.

Probiotic+

Probiotic+ is designed to help people of all ages maintain healthy digestive and urinary tracts through its unique combination of seven different probiotics and an all natural cranberry plant agent.

Immuno-Viva Boost

Immuno-Viva Boost contains water-soluble antioxidants that compliment the oil-soluble Immuno-Viva Core.

Immuno-Viva Smart

Immuno-Viva Smart is formulated to help people, especially the elderly, retain their mental acuity. Several experimental studies show that the ingredients in Immuno-Viva Smart successfully support a strong cerebral vascular system and promote neural health.

You can purchase Immuno-Viva products on the Web site at www.immunoviva.com. Immuno-Viva can also be ordered by telephone by calling toll free 1-800-719-9878.

About Botanic Oil Innovations

Founded in 1999, Botanic Oil Innovations is committed to helping people take control of their health through developing all natural nutritional and immune-boosting supplements. Under the supervision of well-respected physicians, Botanic Oil Innovations has developed a broad product platform of core daily supplements for people who want to nutritionally support their immune system and general health. For more information please visit www.immunoviva.com.

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