



## PRESS RELEASE

For Immediate Release

June 10, 2009

### **YOUNGEVITY® ANNOUNCES SUZANNE ESSENTIALS™ SIP OF SUNSHINE™**

SAN DIEGO, CA - International Nutritional Products Company Youngevity® announced today its launch of SUZANNE™ ESSENTIALS Sip of Sunshine™, the world's first anti-aging daily wellness drink powered by Vitamin D (the Sunshine Vitamin!) and Superoxide Dismutase (SOD). This high-tech fusion of essential and beneficial nutrients, provides an energy boost and rapidly powers the body by feeding it Vitamin D, hypoallergenic organically-grown flower pollen extracts, the world's first bio-available and Patented Superoxide Dismutase Extract, a Proprietary Green Tea Extract, a special B-Vitamin Complex and Selenium. Sweetened with All Natural SomerSweet®, the powerful anti-oxidants in Sip of Sunshine™ strengthen the immune system and fight free radicals.

"After interviewing hundreds of anti-aging doctors and health experts, they all agree upon the importance of anti-oxidants to enhance our immune system and stave off age-related illnesses; with vitamin D at the top of the list," said Suzanne Somers. "I am very proud of Sip of Sunshine™, the first product in my new SUZANNE ESSENTIALS™ Health and Wellness line of products," Suzanne added.

"Having spent over a year in product development, we've found the perfect balance of taste and unparalleled nutrition in Sip of Sunshine™, which is a delicious strawberry-lemonade flavored beverage that packs a nutritional punch." said Youngevity® President, Steve Wallach.

Selenium, one of the most documented and widely studied trace elements, has been included in the formula to support the body in reducing the risk of certain cancers. Some scientific evidence suggests that consumption of Selenium may reduce the risk of certain forms of cancer. However, the FDA has determined that this evidence is limited and not conclusive. Selenium has been identified by the National Academy of Sciences as "a substance that significantly decreases free-radicals".

SUZANNE ESSENTIALS Sip of Sunshine™ is offered exclusively through SUZANNE™, Youngevity and its associated companies worldwide.

The SUZANNE™ business opportunity was developed in 2006 and backed by Suzanne Somers herself. Suzanne, who believes in "doing well while doing good," personally developed, tested,

and approved every product in her line, with the intent of spreading the passion for amazing products and growing a business with like-minded individuals interested in becoming part of the team.

In June 2008, Youngevity announced its strategic alliance with SUZANNE™, a network marketing company created by Suzanne Somers. With this partnership, the SUZANNE™ line brought new beauty products, food, and fashion accessories to Youngevity's® expanding line of mineral makeup, nutritional supplements, cutting-edge personal care, and wellness lifestyle products.

Youngevity® is well known in the network marketing industry for its emphasis on high-quality mineral and liquid nutritional products, and is the only network marketing company to achieve authorized Health Claims through the FDA. Youngevity® has aligned itself with 15 complementary network marketing companies over the past six years. The companies have seamlessly united under one vision, further increasing long-term stability, as well as growth opportunities for distributors from all companies.

Dr. Joel Wallach and Dr. Ma Lan founded Wellness Lifestyles Inc. in April of 1997, which then adopted the global brand "Youngevity" in April 2006. Youngevity®, now a leading designer of dietary supplements and cutting-edge personal care and wellness lifestyle products, was founded with the intent to help people "Live Younger Longer!", and markets worldwide through a network of independent distributors. With global headquarters in Chula Vista, California, Youngevity® holds international offices in Australia, New Zealand and Japan. For more information, visit [www.youngevity.com](http://www.youngevity.com) and [www.suzanne.com](http://www.suzanne.com).

###