



Primex Newsletter – July 2008

Liposan Ultra™ a unique fat binder from nature

People are becoming ever more conscious of diet and lifestyle issues. This has led to an increased consumer demand for convenient weight management and weight loss solutions. With busy modern lives, people are looking for effective and documented dietary supplements to assist in both weight management and weight loss: such as LipoSan Ultra™.

LipoSan Ultra™ is fast acting – dissolves in 3-5 minutes.

It is convenient – can be taken at meal times, as opposed to generic chitosans which have to be taken 30 minutes to an hour before mealtimes.

And it offers proven weight loss – Studies show a significant weight loss of 2.3 kg in an eight week period.

Up to 5 times more fat binding than similar products.



What is LipoSan Ultra™?

LipoSan Ultra™ is a natural dietary supplement for effective weight management. LipoSan Ultra™ is a unique dietary fiber formulation, which complexes and binds with dietary fats in the digestive system. The main ingredient in LipoSan Ultra™ is chitosan, which has been optimized to enhance its solubility and fat binding performance.

It has been proven in a randomized, double-blind, placebo-controlled study that LipoSan Ultra™ offers effective weight loss and reduces body fat in overweight and mildly obese individuals (reference: Rebecca N. Schiller, MS, CN; Eleanor Barrager, RD; Alexander G. Schauss, PhD; Everett J. Nichols, MSPH, PhD).

What is it made from?

The basic raw material used to make LipoSan Ultra is chitosan. Chitosan is a natural dietary fiber that is derived from the shells of crustaceans. LipoSan Ultra™ is a patented (US Patent # 6,130,321) product that also contains succinic acid, which is a GRAS (Generally Regarded as Safe) approved food additive.

Unlike other viscous soluble fibers, chitosans have a positive chemical charge to their molecular structure. This positive charge is the key element to the higher fat binding capacity of chitosan against other fibers. In LipoSan Ultra™, the structure of chitosan has been altered, ensuring that its structure is open and even more easily able to interact with dietary fats in a quick and effective manner.

The shell of the coldwater shrimp, *Pandalus Borealis* is the raw material for Primex Chitosan and LipoSan Ultra™. The shrimps are harvested from the cold and clear seas of the North Atlantic where shrimp fishing is controlled by a quota system to ensure a sustainable balance in the marine environment.



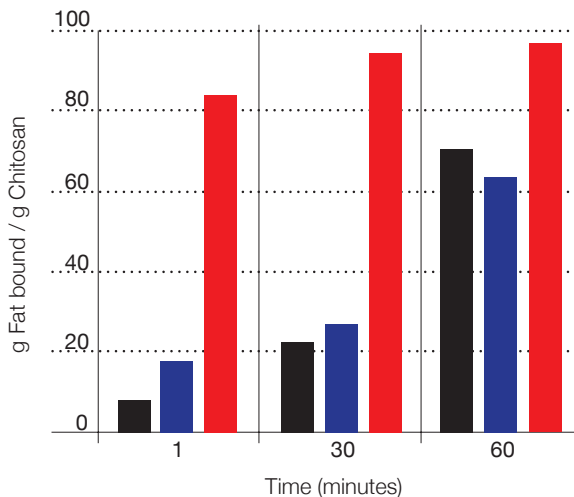
Who makes LipoSan Ultra™?

Primex ehf, which is an Icelandic marine biotech company and global leader in chitosan-based ingredients and technologies.

Primex supplies premier quality products, secured by stringent quality control from the raw materials used, all the way to when the product is delivered to its clients. Primex has office and warehousing locations in Europe and the USA. Apart from LipoSan Ultra™, Primex also offers product ingredients for cosmetic, food and biomedical uses.



Fat Binding Comparison



- High density chitosan
- Regular chitosan
- LipoSan Ultra

Is LipoSan Ultra™ a miracle obesity cure?

LipoSan Ultra™ is not a license to eat more fatty foods. LipoSan Ultra™ is a safe and effective weight-loss agent when used in conjunction with a responsible diet and exercise program.

Although results will differ with different individuals, LipoSan Ultra's 8-week human clinical study demonstrated a statistically significant 2.3 kg weight loss differential between test subjects taking LipoSan Ultra™ and those taking a placebo. Due to stomach volume, the most effective dosage is 1 to 2 grams of LipoSan Ultra™ per fatty meal, accompanied by 2 glasses of water. More than 2 grams will most likely result in some non-dissolved product, which will not absorb any additional fat.