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TABACUR UNVEILS REPLENISHMINTS™ - THE FIRST NUTRIENT-RICH BREATH MINT DESIGNED TO REDUCE HEALTH RISKS FOR SMOKERS

Provides Smokers with Antioxidants That Boost Body's Defense Against Disease

Greenwood Village, CO, March 13, 2006...Tabacur, LLC today unveiled a nutrient-rich breath mint called ReplenishMints™ that was specifically created to combat the deleterious effects of smoking – both for smokers and people exposed to sidestream smoke. ReplenishMints™ contain a blend of vitamins C and E, selenium, n-acetyl cysteine and other nutrients which replenish an individual's antioxidant defense system by combating the free radicals contained in tobacco smoke.

A brand-new concept in the breath mint category, ReplenishMints™ contain no nicotine and are not designed to help an individual quit smoking. Rather, ReplenishMints™ enable smokers, former smokers and others exposed to cigarette smoke to get the nutrition they need to boost their bodies' natural defenses against illness and serious disease.

Although it is widely known that the best way to reduce the health risks associated with smoking is to quit, the majority of smokers continue to smoke. In fact, approximately 60 percent of the 47 million Americans who smoke don't even attempt to quit in a given year – and many of them have simply given up hope.

According to Bill Smart, president and CEO of Tabacur, the Colorado-based company that created ReplenishMints™, smokers need to be educated about how they can reduce the health risks of smoking through a combination of a healthy diet and nutritional supplements rich in antioxidants.

"Everyone agrees that quitting is the best option. But smokers who can't quit deserve to know about ways they can reduce their health risks," said Mr. Smart. "Anyone who is regularly exposed to cigarette smoke can benefit by consuming an appropriate blend of antioxidant nutrients. This means eating fruits and vegetables through the day, and taking nutritional supplements that are specifically designed for smokers."

Numerous research studies have demonstrated the powerful beneficial effects of antioxidants, which have been shown to protect the body by neutralizing harmful free radicals. Cigarette smoke contains free radicals – so many free radicals that the smoker's antioxidant defense system is overwhelmed, and the body's supply of antioxidants gets used up in the battle. As a result, smokers often have a weakened defense system, which is why smokers are 2 to 15 times more likely to suffer from everyday health problems than nonsmokers – such as colds, headaches and difficulty sleeping – and why smokers often die of fatal illnesses like heart and lung disease or cancer.

In addition, because ReplenishMints™ are taken throughout the day, and are absorbed sublingually, they deliver the nutrients on an ongoing basis and are more effective than once-a-day pills for sustaining high antioxidant levels in the blood. Since smokers are loading their bodies with oxidants from tobacco smoke throughout the day, it makes sense to take antioxidants throughout the day as well.

Emmanuel Opara, Ph.D., Director of the Engineering Center for Diabetes Research and Education at the Illinois Institute of Technology and a member of Scientific Advisory Board of smokerhealth.org, a non-for-profit association that advocates for dietary improvements for smokers, previously studied the effect of free radicals on individuals exposed to cigarette smoke as a faculty member at Duke University and a participant in Duke's Nicotine Research Program. Opara believes that there is clear value for smokers to supplement their diets with specific antioxidant-rich nutrients. "Smokers are exposed to a whole variety of toxic elements – among them free radicals. When someone smokes, they are generating so many free radicals that their body could use some protection against that onslaught," said Dr. Opara. "Taking a nutritional supplement designed for smokers will at least help with antioxidant depletion and oxidative stress that is caused by tobacco smoke."

In addition, Dr. Opara believes that a supplement that can be taken throughout the day and contains more nutrients – and the right combination of nutrients – is the best option. "This formula of vitamin C, E, selenium, and the other nutrients that Tabacur has developed has a lot more benefit than simply taking one or two isolated vitamin supplements a day – both for smokers and even those that don't smoke. Oxidative stress is not unique to smokers, Opara said, noting that "diabetics and endurance athletes can also benefit from using this product."

Some of the active ingredients contained in ReplenishMints™ include the following:

vitamin C, vitamin E, selenium, n-acetyl cysteine, epigallocatechin gallate, resveratrol, quercetin, alpha lipoic acid and coenzyme Q₁₀. These vitamins and minerals fight the damaging effect of free radicals and – since the body cannot manufacture these micronutrients – must be supplied through the diet.

Tabacur is introducing ReplenishMints™ at the upcoming American Wholesale Marketers Association trade show, which takes place in Las Vegas from March 15-17, 2006.