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**FOR IMMEDIATE RELEASE****DATE: February 25, 2009****SEDONA LABS ALL-NATURAL SUPPLEMENT TO PROMOTE NORMAL  
INFLAMMATION—  
A NECESSARY HEALTH CHALLENGE****Topics:**

- Breaking Research News! Promoting normal inflammatory response helps promote longevity<sup>1</sup>
- All-natural supplement helps support a normal inflammation response

*Cottonwood, Arizona*—Living a long healthy life may very well be connected to promoting normal levels of inflammation in the body.

A research study published in the medical journal *Rheumatology* January, 2009, provided solid evidence that promoting proper inflammatory response is related to overall health and longevity. Researchers at Cardiff University in Wales studied 2,802 subjects and found that people who dropped their inflammation levels from (>10 mg/l) to (</+10 mg/l) within one year as measured by the CRP (C-Reactive Protein) test *increased their overall health and potential longevity*.

The Sedona Labs company, a nutritional supplements manufacturer since 1987, is introducing SerraPhase™ Inflammation Response as a safe and natural way to maintain a normal inflammation response.

Inflammation is a normal response by the body's immune system. It rises as the immune system responds and then subsides. This is normal. As a consequence of the immune response, there is also an increased amount of "cellular debris" at the site of inflammation.

As we age, it is normal to have higher levels of C-Reactive protein. The inflammatory response of older people does not "down-regulate" as efficiently as young people.<sup>2</sup> Older people in general have a higher level of inflammation.<sup>3</sup>

SerraPhase™ Inflammation Response assists the body in maintaining a normal inflammation response in joints, muscles, cartilage, arteries and other areas of the body. It

contains a natural, enteric-coated protein enzyme (serratiopeptidase, also called serrapeptase) that breaks up and disperses the collected cellular debris. This assists the body in promoting normal levels of inflammation and allows normal circulation to support overall health.

SerraPhase™ Inflammation Response is also a natural mucolytic, which helps promote healthy, clear sinus and bronchial areas.

Dietary triggers in the standard American diet such as trans fats and high levels of sugar increase the levels of C-Reactive Protein in the body, especially in arteries. Normal levels of C-Reactive Protein are important to overall health.

“There is great concern in the health community about the consequences of an unbalanced inflammation response—much of it due to a poor diet and lifestyle,” says Lisa Peterson-Love, director of marketing for Sedona Labs. “We are pleased to introduce SerraPhase™ Inflammation Response as a way to help promote normal inflammation levels.”

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<sup>1</sup> Poole CD, et al. An evaluation of the association between C-reactive protein, the change in C-reactive protein over one year, [portions of title deleted for regulatory compliance] in UK general practice. *Rheumatology (Oxford)*. 2009 Jan;48(1):78-82

<sup>2</sup> Van der Meide, et al. Cytokines and the immune response. *Biotherapy*. 1996;8(3-4):243-9.

<sup>3</sup> Maggio M, et al. The relationship between testosterone and molecular markers of inflammation in older men. *J Endocrinol Invest*. 2005;28(11 Supple Proceedings):116-9.