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Study Medical Directors
High Antioxidant Wellness System
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Dear MXI Associates:

Six weeks ago, we selected 50 individuals who wanted to lose weight by using a High-Antioxidant Wellness System. We have now successfully reached the halfway mark in this Wellness System Study. The participants selected filled a wide scope of categories, males and females ranging in age from 26-76, from different parts of the country, all desiring to achieve a weight loss goal from 20-100+ lbs. These 50 study participants have been following the protocol, which involves substituting two meals a day with the X-ProteinMeal™ Replacement Shake, three pieces of Xocai™ chocolate and other healthy snacks, and a high-protein/complex carbohydrate meal for a total of 1,200 calories for women and 1,500 calories for men. The program includes walking or other forms of exercise, drinking water, sleeping 7-8 hours per day, keeping a food diary, and participating in a weekly accountability call.

We are excited to report at the halfway point of this 12-week study the total weight loss of the 50 participants is nearly 1,000 pounds—half a ton! That's a lot of extra weight no longer being carried around! The really exciting news is they are full of energy, have no muscle aches, no longer experience carbohydrate cravings, and feel better than they have ever felt. They are even having a hard time consuming the required daily calories because they feel full and have no hunger. Everyone is losing weight and abdominal inches without even feeling like they're on a diet. When asked if they would stop the protein shakes, their response is they "could not live without it." When they look over their previous dieting experiences and food intake, they realize why they were gaining and not losing weight. By recording and reporting their total daily calorie intake, they've had great success in controlling their calorie intake and remaining compliant with the weight-loss protocol. The shakes provide the necessary proteins, fats, carbohydrates, fiber, and vitamin and minerals, which give the participants two nutrient-rich meals and helps them avoid the consumption of empty calories. To date, not a single participant has dropped out of the study, which is unheard of in clinical studies. The participants are ecstatic with the success they are experiencing.



This is a very simple system that can be utilized by anyone. Results in the past six weeks have supported the principles of this system:

1. Use of a protein shake with cocoa and complex carbohydrates reduces the normal pain in the body usually experienced after vigorous exercise.
2. Increased levels of omega 3 assist in weight loss.
3. Whey protein isolate is very effective in weight loss.
4. Reporting to an interactive web page or participating in a weekly call increases compliance.
5. Socially interactive programs maximize weight loss.

We feel this is truly the first weight loss system that leads to maximal success!

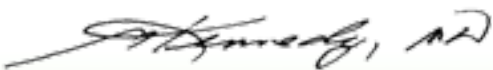
We know you may not reach the "perfect" BMI, but we know you will feel better than before and maximize your health. We have had reports of increased hair growth, smoother skin, decreased depression, and unbounded energy! Prior to the study, some participants were consuming over 2,500 calories per day. Now, several report having a hard time consuming the required 1,200 or 1,500 calories per day that are needed in order to lose, as any less may result in weight gain. When have you ever been told to eat in order to lose weight? Several participants report they are now able to walk with their spouses, and other people are noticing and acknowledging their weight loss. The satisfaction of others seeing your body transform is priceless!

The key to this system is the high antioxidant power of chocolate combined with other antioxidant fruits. Over 50,000 total ORAC_{fn} and 1,200 mg of flavonoids are provided per shake. The synergistic power of whey protein isolate, fiber, minimal sugars, complex carbohydrates, and vitamins and minerals with the high-antioxidant mix is amazing! Chocolate is a miracle food and its benefits are numerous.

The X-ProteinMeal™ Replacement Shake, the newest product to join the Xoçai™ Healthy Chocolate Family will be available for pre-order on August 2, 2010 at 12:01a.m. E.S.T. Shipping to North America will begin August 16, 2010.

We are confident by following this wellness system you will be successful and able to achieve your weight-loss goals. It is up to you to start the program and become the person you have always wanted to be. We wish you the best in your wellness efforts and know this system will help you.

With great success to you,



Mike Kennedy, M.D



Steven Warren, M.D., D.P.A.

Your partners in obtaining and maximizing your wellness dreams.



HIGH-ANTIOXIDANT
WELLNESS SYSTEM