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HealthConnexin Introduces The Molecular Fitness Lifestyle

**A Groundbreaking Program Enhancing Health And Performance That
Benefits Every Fitness Regimen**

Las Vegas, NV. July 25, 2006: HealthConnexin Inc., an innovative health and wellness company, introduces The Molecular Fitness Lifestyle™, the first program that works at the molecular level to optimize health and help prevent disease. The Molecular Fitness Lifestyle™ is a preventative and restorative program of education, enhanced nutrition, essential supplements, exercise, and self-monitoring that focuses on the importance of the connexin molecule in relation to our health and our life. HealthConnexin effectively integrates cutting-edge science and technology to deliver an easy to follow program that delivers measured health and performance improvements.

Developed by HealthConnexin co-founder and former Stanford professor Darrell L. Tanelian, M.D., Ph.D., the Molecular Fitness Lifestyle™ has demonstrated amazing results to people of all walks of life for over seven years. In his groundbreaking new book, *Molecular Fitness: The Connexin Connection to Optimal Health* (available August 2006/ \$16.95), Dr. Tanelian pinpoints the 600 million year old connexin molecule as the 'keystone of life.' "Connexin molecules," explains Dr. Tanelian "are found in nearly every cell in

your body and play a critical role in cell-to-cell communication. When functioning properly, these molecules help to prevent the

onset of disease and promote a stronger, healthier mind and body." He reveals how keeping connexins OPEN and CONNECTED is the path to optimal health.

Derived from the integration of more than 5,000 peer-reviewed scientific and medical research studies done at leading institutions throughout the world including decades of research on the connexin molecule The Molecular Fitness Lifestyle™ presents a dramatically new concept underlying the maintenance of health, the prevention of disease, and the extension of life. These studies have associated connexin dysfunction with the eight major diseases including cancer, heart disease, diabetes, arthritis, osteoporosis, Alzheimer's disease, hypothyroidism (obesity), and ocular disease.

Over the past seven years, Molecular Fitness has shown documented improvements in blood pressure, bone density, pH (measure of acidity/alkalinity), muscle and joint pain, endurance and energy in people of all ages. Weight loss and weight management is also a key benefit of the Molecular Fitness Lifestyle™. By increasing connexin function and reducing low-grade metabolic acidosis, the body can best metabolize fat. Rather than counting calories, weighing food or following a restrictive diet, adhering to the Molecular Fitness Lifestyle™ redirects caloric intake to optimize health while increasing the body's ability to break down fat. PGA Tour Golfer J.L. Lewis, 46 years old, claims *"My life, career, and overall well-being changed dramatically when I was introduced to Molecular Fitness four years ago. I lost 25 pounds while my energy level and performance have increased greatly."*

Fitness professionals who wish to enhance their clients' fitness regimen will benefit from HealthConnexin's Affiliate Program. Personal trainers Ernie Roick and

Julie Farray, owners of PhiT Performance, Stowe, Vermont, are both on the program and see impressive results. Farray asserts that “being healthy, feeling energized and looking good are all a part of the genuine concern we have for our clients, Molecular Fitness and

exercise are the book ends to this equation.” For Affiliates Roick and Farray it only makes sense for their clients to be “molecularly fit”.

Becoming a member of the MolecularFitness.com website is the first step on the path to optimal health. The **Molecular Fitness Empowerment Pack** (\$249.95 retail) provides all of the tools including monitoring equipment, supplies, and HealthConnexin’s essential supplements. Also included is unlimited access to the cutting-edge website, MolecularFitness.com, where valuable resources include ConnexinCollege™, ConnexinCommunity™, ConnexinCuisine™, ConneXercise™ and HealthConnexin’s proprietary **myPHIT™** -My Personal Health Information Tracker™. The heart of myPHIT, **myDASHBOARD™**, generates a visual snapshot of the member’s current and historical vital sign measurements including blood pressure, heart rate, blood glucose, body mass index (BMI) and pH, empowering Molecular Fitness members to assist their doctors in making informed decisions about their current and future health.

The HealthConnexin essential supplements include **MineralConnexin™** which provides all of the essential major minerals most American’s are deficient in and **MultiConnexin™** which provides all the daily vitamins, trace minerals and connexin enhancing nutrients. Both were scientifically formulated and tested by Dr. Tanelian and found to enhance physical performance, boost performance and promote long-term wellness.

About HealthConnexin, Inc.

HealthConnexin, Inc. empowers individuals to enhance the quality of their lives to help prevent illness and achieve optimal health by adopting The Molecular Fitness Lifestyle™ of education, self monitoring, enhanced nutrition, essential supplements, exercise and measured results. For more information on how to get started on the path to Molecular Fitness go to www.molecularfitness.com or call 1-800-646-1022 x10.

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