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INVITE HEALTH USHERS IN NEW ERA OF PROFESSIONALLY GUIDED, SCIENCE-BASED NUTRITION – SIMPLE, CONVENIENT AND PERSONALIZED

Consumer-Friendly Nutrition ‘Experience’ The Best-Kept Secret in NY Metro Area

NEW YORK, NY – February 2006 – Bucking the trend of nutrition chains and vendors that are driven by health fads, quick-fix solutions and guided by uncredentialed staffers, **InVite Health** has carved a completely new niche as a consumer advocate of nutritional health, making the quest for wellness and qualified information more clear, accessible, and most importantly, tailored to the individual. It is the consumer’s source for responsible nutrition.

In each of its eleven nutritional boutiques in the NY Metro area (Manhattan, Queens, Long Island and New Jersey), **InVite Health** demonstrates a commitment to personal health and easy, integrative nutrition through its innovations in customer service and product delivery. By serving as an adjunct to physicians’ services and their diagnoses and by putting nutritional health front and center for the everyday consumer, the company represents the missing link in preventive and therapeutic personal health management.

The InVite Health Difference

- **A proprietary line of the highest-quality nutritional products**, exclusively researched and formulated, which help protect, prevent and restore. Instead of carrying hundreds of brands, as is typical of vitamin stores, **InVite Health** offers only a superior focused inventory, conveniently displayed according to health conditions and benefits.
- **InVite Health nutrition programs** are based on products that work in synergy to address condition-specific health needs.
- **On-staff accredited personal nutritionists** who provide complimentary professional counsel to customers – unprecedented in the industry. Expert advice on nutrition, diet and condition-specific issues to optimize health, with qualified information tailored to the consumer’s lifestyle.
- **InVite Health anTEAoxidant bar™**, just introduced at the newest location, 924 Third Avenue, a unique destination for healthy beverages rich in antioxidants and other nutrients.

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By deliberately pairing pharmaceutical-grade nutritional supplements with on-site accredited health professionals who give free consultations, **InVite Health** successfully delivers an unparalleled, nutritionally advised *experience* to its wide range of savvy, educated consumers – from baby-boomers in pursuit of anti-aging/life-extension strategies, to Gen-X ‘energy’ enthusiasts who engage in an active, meaningful lifestyle. Sports professionals and celebrities were among the first to catch on to the **InVite Health** phenomenon.

According to Steven Kornblatt, **InVite Health** CEO and founder, “Instead of just leaving a vitamin store with a bag of products, customers walk out of an **InVite Health** boutique with a roadmap for wellness that is scientific, personalized and safe. We have quietly revolutionized the marketplace.”

InVite Health Launches The First “anTEAoxidant bar™”

A hallmark of the newest **InVite Health** boutique, located on Third Avenue near Grand Central Terminal, is the **first anTEAoxidant bar in Manhattan**. A modern nutritional delivery system for consumers on the go, it provides an upbeat environment where customers can savor potent antioxidant-packed tinctures in teas and sodas, in a choice of flavors such as Green Tx with Island Flower Tea, or BlueGranate Tx with High ORAC* Blueberry Syrup. They can also indulge in a tasty variety of condition-specific teas and smoothies made with fruit and botanicals to enhance Energy, Stress, Digestion, Detoxification, and even Intimacy.

In contrast with other juice bars and stores that serve so-called ‘health beverages’, **InVite Health’s** menu items are genuinely low-carb, low-sugar, low-cal, and potent with antioxidants, vitamins and minerals. It’s the quick and convenient way to consume important nutrients. All **InVite Health** stores feature daily samplings from the menu at the flagship **anTEAoxidant bar**.

The InVite Health Philosophy

Thanks to impassioned founder and CEO Steven Kornblatt, along with co-founders Rob Martin, VP, Marketing/Communications; Gabe Borgese, VP, Operations; in collaboration with the company's Scientific Director Jerry Hickey, R.Ph., **InVite Health** represents the new frontier in health support for all. It's a destination where the preventive, healing and restorative powers of natural medicine are *finally* working hand-in-hand with modern science, and where the results are shared with the consumer to guide him/her on a path of wellness.

Launched in 2001, **InVite Health** is a privately held collection of nutritional boutiques providing a refreshing alternative to traditional health food and vitamin supplement stores. Each features a signature array of on-site resources: free personalized counsel with a credentialed nutritionist/natural health care professional; and the highest grade of standardized, proprietary InVite formulas that tap the latest extraction and purification technologies.

Each store is designed to provide a contemporary, aesthetically pleasing environment that reflects the company philosophy, embodied in this quote by W.H. Auden: "Healing is not a science but the intuitive art of wooing nature."

Visit the new **InVite Health** boutique at 694 Third Avenue, between 43rd and 44th Streets, and experience the friendly ambience and healthy offerings of the **anTEAoxidant bar**. It is one of eleven boutiques located throughout Manhattan; in Forest Hills, Queens; New Hyde Park in Long Island; and two in New Jersey at Garden State Plaza and Woodbridge Center Mall. For more information on **InVite Health**, call toll-free (800) 349-0929 or visit www.invitehealth.com.

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EDITOR'S NOTE:

- *Photography available upon request.*
- *Interviews with **InVite Health** principals can be scheduled upon request*