

Eggshell Calcium Found to Have Extreme Low Levels of Heavy Metals:

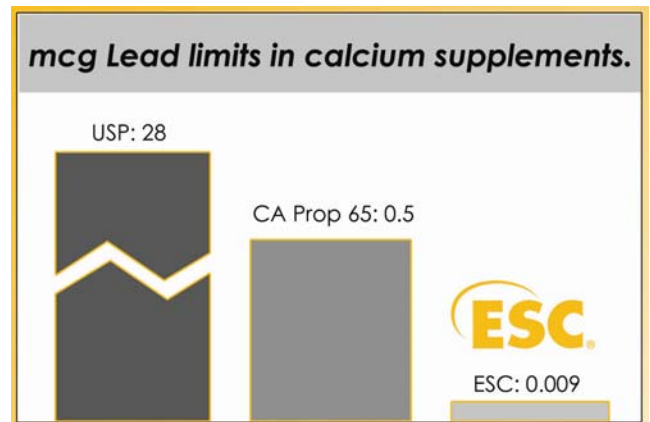
Eggshell Calcium (ESC®): the Ideal Natural Calcium Source



Eggshell Calcium (ESC®), featured in Membrell's BONEhealth™, is one of nature's purest and most absorbable forms of calcium and has been clinically proven to increase bone density. ESC naturally combines calcium carbonate with inherent transport proteins for maximum absorption and essential trace minerals for increasing bone mineral density.

Heavy metals in dietary supplements have been highly regulated by the government due to their detrimental impact on human health. ESC was tested down to parts per billion levels for lead, mercury, arsenic and cadmium.

Results: Findings concluded that ESC is California Prop 65 compliant in all four heavy metals tested at the full daily value for calcium of 1,000 mg per day. Lead levels in ESC were more than 50 times lower than the California Prop 65 standard and more than 1,000 times lower than USP (United States Pharmacopeia) limit for Nutritional Supplements. The remaining metals of mercury, arsenic and cadmium were 50 to 450 times lower than the California Prop 65 standard levels. Given ESC's enhanced bioavailability and clinical support with California Proposition 65 compliance, the result is the ideal natural calcium source.



About Membrell

Membrell is located in Carthage, Missouri. The company was founded in August 2002 to utilize the significant health benefits of eggshells and eggshell membranes. Membrell's three products, JOINThealth, JOINThealth Plus Antioxidants and BONEhealth, harness the power of nature's best-kept secrets: NEM® (Natural Eggshell Membrane) and ESC® (EggShell Calcium).

Membrell products are available in natural food stores nationwide and through the company's website: www.membrell.com. For more information on Membrell products, please visit www.membrell.com or call Chris Haynes at 417-823-0883.

MEMBRELL®