



## **HealthConnexin's Innovative Wellness Program Integrates Science, Medical Research and Technology**

### **HealthConnexin Launches Molecular Fitness Lifestyle**

**Stowe, Vermont** — HealthConnexin, Inc., co-founder and Chief Science, Medicine and Nutrition Molecule, Dr. Darrell Tanelian M.D., PhD. announced the initial **Connexin Molecular Fitness Lifestyle** through its test program, **ConnexinFirst**, for a selected group of twenty-five participants. This program is based on the groundbreaking science in his new book, *The Connexin Connection - Your Health Begins with Molecular Fitness*. Dr. Tanelian explains the Connexin Lifestyle "...is a strategy for restoring your body to function as it was originally designed to function at the molecular level by your genes and the biophysics of nature. We focus on facilitating the function of the connexin molecule, the keystone to our health and our life. This concept is derived from the integration of thousands of research studies by many scientists, including decades of research on the connexin molecule. "

According to HealthConnexin Inc., co-founder and Chief Executive Molecule, Howard Reisman, "Healthcare is in desperate need of change. Clearly, we need to be focusing on prevention. The rise in healthcare, actually sickcare, spending is staggering. The U.S. spent \$25.2 billion per year, or 1.1 percent of the Real Gross Domestic Product on health care in 1960. By 2003, the cost had risen to \$1.7 trillion dollars or 15.3 percent of GDP – an overwhelming increase of over 5,000 percent. And it is projected to hit \$2.75 trillion or 30% GDP by 2010!" In fact, corporate healthcare expenses now exceed corporate profits. HealthConnexin, Inc. has been established to offer a powerful, unified science and technology -based solution that is focused on prevention and wellness. Dr. Tanelian states in his book: "We are mortgaging our children's futures to pay for new drugs, elaborate tests, and high tech operations that wouldn't be needed nearly as often if we could correct our diet and lifestyle." *The Connexin Connection*, addresses these issues.

Through **HealthConnexin.com** participants are empowered to enhance the quality of their lives, to prevent illness and to achieve optimal wellness. This is done by adopting the **Connexin Molecular Fitness Lifestyle** that includes education, self-monitoring, enhanced nutrition and fitness. This represents the first wellness program that comprehensively integrates science, medical research and technology.

At the core of the website is **myPHIT, My Personal Health Information Tracker™**, a thoroughly private and secure resource for tracking health data and managing personal health records at anytime, from anywhere in the world. **myPHIT™** is a proprietary participant-centric software allowing individuals to take control of their personal health. According to HealthConnexin's Chief Marketing Molecule, Galite Reisman, "**myPHIT** provides each participant with the capability of recording and monitoring their own vital parameters including blood pressure, heart rate, blood/glucose, Body Mass Index(BMI) and pH (measure of body acidity/alkalinity). This current health snapshot is paired with historical information that allows data trends to be depicted graphically through **myDASHBOARD™**."

In addition, current and past laboratory data such as panel 20, CBC (complete blood count) and other laboratory values are recorded and graphically displayed. Internet-based **myPHIT** provides access to critical health data from anywhere at anytime; especially helpful in emergency medical situations.

ConnexinFirst participants, dubbed as **ConnexinFirst Molecules**, will receive online education. Online education is available through **ConnexinCollege™** at HealthConnexin.com, offering courses about the science behind the connexin molecule and how the eight diseases of modern man are demonstrably linked to that molecule. Future courses on appropriate diet, nutrition and exercises that can keep connexins open and cells communicating effectively will be available.

The HealthConnexin.com **Molecular Mall** offers online ordering of the company's proprietary connexin enhancing products including **MineralConnexin™**, **MultiConnexin™**, and **ConnexinTea™**.

**ConnexinCommunity™** at HealthConnexin.com allows participants to communicate with one another. Internet **RadioConnexin™** streams Dr. Tanelian and other experts from medicine,

science, and industry discussing their views on the subjects of health, disease, fitness, and longevity.

Healthconnexin.com also features **ConnexinCuisine™** and **ConneXercise™**. These offer delicious connexin enhancing recipes and connexin opening exercise respectively.

HealthConnexin, Inc. empowers individuals to enhance the quality of their lives, to prevent illness and achieve state of optimal health and wellness literally through molecular fitness. The Connexin Molecular Fitness Lifestyle Program is based on more than a decade of disease prevention research by HealthConnexin, Inc co-founder, Darrell L. Tanelian, M.D., Ph.D. who is a world-renowned authority on the role of nutrition and lifestyle in optimizing molecular function.

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