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Contacts:

Jeff Thurkettle
Sales Manager-INBalance Health Corporation
269-792-1977 ex 15
Jeff@inbalancehealthcorp.com

INBalance Health Corporation INBar's Receive Important Certifications

GRAND RAPIDS, Mich. (July 21, 2013) — The INBar, the all-natural vegan snack bar that's suitable for diabetics, has received official certification as a kosher, gluten free, non-GMO and organic product made in the United States.

INBalance Health Corp., the maker of the INBar, announced the news July 12.

"We are ecstatic that our INBars are now officially certified," said Bob Serulla, CEO of INBalance Health Corp. "We've known that the INBars met all the criteria for these designations when we introduced them close to a year ago, but it takes time to get through the certification process. We are very happy to have it completed."

"We have worked very hard to provide an all-natural snack that meets the needs of so many different people," he said. "Gluten free is a category that continues to grow daily as more and more consumers discover that many of their common ailments are related to gluten intolerance. Non-GMO is also becoming a bigger issue as experts debate the side effects and hazards associated with genetically modified organisms. Our commitment is to totally organic ingredients with no chemicals, additives, preservatives, or sugars."

Dr. Don added: "The INBars have been extremely well-received by the marketplace. We get comments daily from skeptics who are surprised that a bar that looks so good on the label can taste so great!"

The INBars are now distributed nationally through multiple chains. They may also be purchased online at theinbar.com, Amazon.com, Netrition.com, RonnieColemanNutrition.com, Rollingstrong.com and various other locations. Go to inbalancehealthcorp.com to use the store locator feature and find a retailer nearest you. The INBars were created as a joint venture between Dr. VerHulst and Serulla, both of whom are veterans of the natural health and fitness industries. They started INBalance Health Corporation in July 2012 to bring healthy products like the INBar to market.

The company's plans include many other products, including an all-natural zero calorie sweetener, "grab and go" cereals, additional INBar flavors, and eventually drinks, shakes, and other snacks—all designed with allergen free, vegan and diabetic consumers in mind. INBalance Health Corp.'s philosophy is, "If you make products for these consumers, then everyone else can enjoy them, too!"

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INBalance Health Corporation is a company dedicated to providing doctor-formulated, alternative food bar and supplement solutions suitable for those with Pre-Diabetics and individuals struggling with type-2 diabetes, or weight management. Located in Wayland, Michigan, INBalance Health believes proper insulin balance is a key to living a long, healthy life. The company offers both food bars and supplements to help support consumer's growing efforts to manage a healthy lifestyle and individuals with diabetes' needs to maintain proper glucose levels. For more information on INBalance, visit www.theinbar.com.