



**FOR IMMEDIATE RELEASE**

## **InBalance Health Introduces First Products at Expo East**

*Company unveils diabetes-friendly bars and supplements supporting weight-loss and glucose-management goals*

**GRAND RAPIDS, Mich., Sept. 19, 2012** – InBalance Health, a company providing doctor-formulated, alternative food bar and supplement solutions for those suffering from Prediabetes and Type 2 Diabetes, today announced that it will attend the 2012 Natural Products Expo East conference on Sept. 20-22 at the Baltimore Convention Center in Baltimore, Md. (Booth #4628). During the show, the company will introduce its first products supporting weight-loss and glucose-management goals.

Natural Products Expo East is the largest natural, organic, and healthy products trade show on the East Coast. Featuring the newest and best-selling products and branded ingredients available, Expo East is ranked as one of the top 200 tradeshow in the U.S.

“InBalance Health is looking forward to attending Natural Products Expo East and actively engaging with the nutritional community as we begin to launch our new products,” said Bob Serulla, co-founder and president. “We recognize the importance of highlighting our commitment to natural products and are confident our products will provide a new experience for individuals with diabetes and those looking for a healthy snack alternative.”

With a belief that proper insulin balance is key to living a long, healthy life, InBalance Health has developed food bars and supplements to help support consumers’ growing efforts to manage a healthy lifestyle and help individuals with diabetes maintain a proper insulin balance. The company’s main product, the INBar, was engineered to help consumers better manage their weight by minimizing blood sugar spikes and controlling hunger the right way – with real, natural foods. The bars are free of dangerous chemicals and artificial sweeteners and offer balanced, whole food nutrients that will keep consumers satisfied for hours. INBar comes in four flavor varieties, including strawberry banana, chocolate mint, chocolate fudge and chocolate cherry.

In addition to the INBar, InBalance Health offers supplements designed to deliver targeted nutrients to support blood glucose and weight management, as well as proper circulation, eye and nerve function and a balance of vitamins and minerals required on a daily basis. Products will be available for purchase on the company’s website – [www.InBalanceHealthCorp.com](http://www.InBalanceHealthCorp.com) – starting October 1st, before becoming available in retail stores across the country.

### **About InBalance Health**

InBalance Health is a company dedicated to providing doctor-formulated, alternative food bar and supplement solutions for 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.InBalanceHealthCorporation.com](http://www.InBalanceHealthCorporation.com).

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