



FOR IMMEDIATE RELEASE

Nutritional Snack and Supplement Company Launches with Focus on Type 2 Diabetes Community

InBalance Health offers diabetes-friendly bars and supplements to support 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, has launched in Wayland, Mich. With a belief that proper insulin balance is key to living a long, healthy life, InBalance Health has created snack bars and supplements to help support consumers' growing efforts to manage a healthy lifestyle and individuals with diabetes needs to maintain a proper insulin balance.

InBalance Health offers healthy and delicious snack bars that are allergen-free and nutritional supplements for people with weight-loss or glucose-management goals. Products will initially be available for purchase on the company's website – www.InBalanceHealthCorp.com – starting Oct. 1, before becoming available in retail stores across the country.

InBalance Health was co-founded by Bob Serulla, a pioneer of the health and fitness field. In 1980, Serulla founded Warren Nutrition, a health food store with four locations in Michigan. He is joined by Dr. Don VerHulst MD, Chief Science Officer, who specializes in the proper use of natural food alternatives, as well as supplement formulation.

"Our primary objective is to utilize our team's 30-plus years of experience in the nutritional industry to help individuals with Pre and type 2 diabetes control their glucose level, while providing general consumers with better options for managing a healthy lifestyle," said Serulla. "InBalance Health products fill a void in the diabetes' community – a void created by the lack of good-tasting snack foods and effective supplements that help people curb their appetite between meals, and avoid spikes in blood sugar, as well as aiding in glucose-management."

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 fill consumers up for hours. INBars come in four flavor varieties, including strawberry banana, chocolate mint, chocolate fudge and chocolate cherry. The benefits of the INBar include:

- Slowly digested carbs to minimize blood sugar spikes and manage hunger
- High fiber, low net carbs
- No added sugar
- High in protein
- Doctor-formulated to be diabetic-friendly
- Allergen-free, with no gluten, casein, nuts, wheat, corn, dairy, soy or eggs
- 100% Vegan
- Organic and natural ingredients
- No preservatives or additives

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. The benefits of the supplements include:

- Help stabilize post-meal blood sugar levels
- Inhibit absorption of sugars and carbohydrates
- Promote insulin production and sensitivity
- Assist in weight reduction
- Backed by research

The InBalance Health supplement formula employs the patent-pending ingredient MoruCel™ Mulberry Leaf Extract to help stabilize post-meal blood sugar levels, limiting spikes by inhibiting the absorption of sugars and carbohydrates. Multiple studies conclude Mulberry Leaf Extract to be extremely beneficial to individuals with blood sugar concerns. It can also help to maintain healthy blood sugar ranges and improve insulin response in healthy individuals.

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.

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