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ViSalus Gives its TSS Program a Nutritious Kick with New Shape-Up Health Flavor Mix-Ins

(Los Angeles, Calif. May 6, 2008) – ViSalus Sciences® is adding a healthy new twist to its Trim Slim Shape™ Program with the launch of patent-pending Shape-Up Health Flavor™ Mix-Ins. The amazing tasting Sweet Cream flavor of the Vi-Shape™ Nutritional Shake Mix can now take on one (or both!) of two delicious new flavors: Chocolate “Cardia Care” and Strawberry “Phyto Power.”

While other companies require you to buy an entire canister of each individual flavor shake you want, ViSalus has made it simple to get fun and flavor on the go with these convenient, compact packets. Not only do these Health Flavors™ boost the already great taste of Vi-Shape™, but they add even more nutritional value to this ideal meal.

ViSalus Co-Founder and CEO Ryan Blair wanted a product that delivered flexibility to the TSS™ Program. “Our extensive consumer research in the weight loss category determined that consumers were fed up with having to purchase multiple flavored shakes in order to have variety of taste. This patent-pending approach to the traditional marketplace was designed to meet the needs of consumers who crave affordability, results, and variety.”

Chocolate “Cardia Care” combines rich chocolate flavor with potent polyphenols that can help protect heart health, with added skin care and anti-aging benefits. This flavor is sugar-free, has unhealthy fat removed and contains more antioxidants than found in most food we eat, including red wine.

“Because cocoa and other chocolates may keep high blood pressure down, keep your blood flowing, and keep your heart healthy, this is much more than just a great tasting addition to the TSS Program,” said Dr. Steven Witherly of the ViSalus Medical Advisory Board.

Strawberry “Phyto Power” packs a refreshing strawberry flavor with potent phytochemicals to help protect your health. The rich strawberry taste includes wild blueberry, cherry, orange, raspberry, and cranberry powders along with healthy grape seed extract for optimum phytonutrient “power.”

“Phytonutrients have been proven by the USDA to have antioxidant properties, enhance immune response, and protect basic human health,” said Audrey Sommerfeld, ViSalus Vice President of Marketing. “We’ve put all those benefits and more into a simple mix-in powder packet that you can take anywhere.”

ViSalus Co-Founder and Chief Marketing Officer Blake Mallen added, “We’ve seen such incredible results in such a short time with the Trim Slim Shape™ Program, I can’t wait to see the success stories continue to pour in with the addition of our Health Flavors™.”

“I got an email yesterday from a man who has lost over 75 pounds in just over 3 months,” added ViSalus Co-Founder and Chief Sales Officer Nick Sarnicola. “There is no question that we are changing lives, and I’m proud to be a part of that change.”

In addition to Chocolate “Cardia Care” and Strawberry “Phyto Power,” ViSalus has even more flavors coming soon. Look for Orange Immunity, Banana Energy, and Peaches and Cream for your complexion coming soon. There are also planned seasonal flavors slated for a Holiday launch to give even more variety to the Trim Slim Shape™ Program.

About ViSalus Sciences®

ViSalus Sciences® is a leading direct sales company in the health and wellness industry. The company provides innovative health solutions through high quality patented wellness products such as the Vi-PAK® Advanced Anti-Aging and Energy System and ViSalus NEURO® Smart Energy Drink. The company recently launched the Trim Slim Shape™ Program for weight loss and weight management.

For more information about ViSalus Sciences®, visit www.visalus.com, or contact John Laun at (323)297-9211 or press@visalus.com.