



For Immediate Release:

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[MY] TOSTERONE

Published Clinical Study Shows Mytosterone™ Boosts Testosterone Levels By 50% While Reducing DHT and Estradiol Levels

Wayne, NJ – September 22, 2008 – Triarco Industries announced today that a clinical study published in the International Journal of the Society for Sports Nutrition shows patented MyTosterone™ significantly increases total testosterone levels in men by 50 percent. At the same time, MyTosterone™ substantially reduces levels of dihydrotestosterone (DHT) and estradiol, hormones implicated in male pattern hair loss and the accumulation of abdominal fat.

Most men begin losing testosterone by their late 30's and continue to lose testosterone at a rate of 1-3 percent each year. Testosterone levels can also be affected by lifestyle factors such as poor diet and smoking, use of certain medications, and environmental toxins.

Low testosterone, defined as levels below 300 ng/ml, is recognized as Testosterone Deficiency Syndrome (TDS) by the International Society of Andrology and the International Society for the Study of the Aging Male. TDS is associated with decreased bone density, muscle mass and strength, decreased mood, memory and energy, as well as increases in abdominal fat, insulin resistance and even increased mortality. Recent research presented at the Annual Endocrine Society Meeting reported that low testosterone levels in older men increased risk of all-cause mortality by one-third.

Only an estimated 5 percent of the 5 million men with clinical TDS are being actively treated. Traditional testosterone therapies tend to increase levels of DHT and estradiol, and the resulting side-effects are often cited as the reason men stop taking prescription testosterone.

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“For many men, the question is not *if* they want to raise their testosterone levels, but rather, *how* can they do so safely and without side-effects,” said study author and Triarco Director of Research and Development Dr. Mark Anderson.

“What they may not realize is that these side effects are often caused by associated increases in DHT and estradiol,” Dr. Anderson continued. “MyTosterone™ solves this problem by lowering levels of these hormones even as it raises testosterone levels.”

The study divided 42 healthy males ages 37-70 years, into two groups. The first group received 800 milligrams of MyTosterone™ per day and the second group received 2000 milligrams per day. Increases in testosterone levels were observed in both groups after just three days. Both younger and older men responded similarly to the treatment.

At the end of the fourteen day trial, MyTosterone™ had increased total testosterone levels by 50 percent. Mytosterone™ also decreased DHT by 20 percent and estradiol by 9 percent.

“The ability to support not only testosterone levels, but a group of related male hormones, makes MyTosterone™ ideal for a wide range of men’s health issues, from aging, vitality, energy and mood, to bone density and muscle mass maintenance,” Dr. Anderson said.

Triarco President Rodger Rohde Jr. confirmed that the company is in the final stages of negotiation with one the world’s leading sports nutrition companies for the exclusive use of MyTosterone™ in sports nutrition products.

“However, testosterone and DHT each impact men’s health so profoundly, and in so many ways, that we see this as much more than an ingredient for just one product,” said Rohde. “If you look at the evidence, testosterone plays a crucial role in men’s health at every age. This means there are a number of ideal markets for MyTosterone™.”

The baby boomer generation, for instance, accounts for 28 percent of the entire U.S. population. The average male baby boomer is now approximately 56 years old, and is beginning to feel the effects of testosterone loss. These men are concerned about the rising DHT levels, hair loss, changes in body composition, energy levels and libido that come with age.

Triarco is inviting manufacturers interested in product development opportunities still available for MyTosterone™ to inquire at info@triarco.com, or to schedule a meeting with a Triarco representative at the upcoming SupplySide West on October 22 – 24th at the Venetian and Sands Expo in Las Vegas, Nevada.

The published MyTosterone™ clinical study can be found online at <http://www.jissn.com/content/5/1/12>.

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About—Triarco is a leading supplier of premium and patented natural ingredients, including herbs, extracts, powders and granulations, minerals, plant-derived enzymes and instantized cold-water soluble herbal teas. Triarco was one of the first companies to implement a certified voucher system in combination with an in-house TLC/HPLC quality control program. For thirty years, Triarco has led the way in innovation, quality control, product development and technology. The company holds ten patents and is known for innovative ingredients such as Aminogen®, Carbogen®, Mytosterone™ Phytavail® and Serotain®. To learn more visit www.triarco.com or inquire at info@triarco.com.

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