

Greenleaf Medical AB's Appethyl™ Named Finalist for Best New Ingredient NutrAward

Stockholm, February 18, 2013— Greenleaf Medical AB is pleased to announce that its appetite suppressant supplement Appethyl™, has been chosen as one of three finalists for Best New Ingredient at the 15th annual 2013 NutrAwards. A winner will be announced at the 2013 Nutracon event held in Anaheim, California on Wednesday, March 6, 2013.

“This is an exciting opportunity to showcase the many uses of our star ingredient, Appethyl™,” said Anders Struksnes, Chief Executive Officer of Greenleaf Medical AB. “We are excited that members of the nutrition industry notice Appethyl’s potential as a relevant and effective product and we are honored that Appethyl™ is a NutrAward finalist.”

Appethyl™ is an all-natural spinach extract standardized to thylakoids that can be formulated into food and drinks. Its primary effect is to significantly reduce hunger while also having two very interesting *secondary* effects. These secondary effects include reduction of postprandial blood insulin levels as well as functioning as a prebiotic (i.e. increasing the growth of beneficial bacteria). This mechanism by which Appethyl™ reduces appetite significantly is by delaying the activity of pancreatic lipase/colipase, which in turn increases levels of Cholecystokinin, the body’s primary satiety hormone.

These beneficial effects, which Greenleaf Medical AB is looking to protect via three pending patents, have been validated by preclinical and clinical studies at Sweden’s Lund University. Professors C. Erlanson-Albertsson and P-Å. Albertsson are the principal investigators in this work and a doctoral thesis, *Thylakoid Membranes and pancreatic lipase/colipase; Thylakoid membranes retard digestion of fat and suppress appetite*, has been presented on the subject.

“Appethyl’s multiple benefits have been substantiated clinically and since its primary effect is to significantly reduce appetite, this new ingredient is an excellent new addition to the weight loss category,” said Struksnes, “especially since appetite suppression is currently considered one of the biggest product opportunities in the weight loss sector.”

The Greenleaf Medical AB team coordinates ongoing studies and prepares for future research programs designed to explore the full benefits of Appethyl.

The NutrAward program was created to reward and recognize companies investing in “rigorous and measurable scientific studies to prove the efficacy of their proprietary ingredients, products, or technologies.”

Finalists are chosen from the total submissions by a selection committee of industry experts, scientists, and nutritionists. The NutrAward winners are then selected based on a weighted vote from the committee, as well as by the cumulative votes of registered Engredea, Natural Products Expo West, and Nutracon attendees.

For more information on Appethyl™ or Greenleaf Medical AB, please visit www.gl-medical.com or contact Maria Söderberg at +46 70 869 27 06, (GMT+1) email: ms@gl-medical.com. To learn more about the NutrAwards, visit www.nutraward.com.

About NutraCon

Nutracon is the premier conference for ingredient and technology innovation within the health and nutrition industry. The conference provides relevant insights for innovation based on science and technology, case studies and market intelligence. Attendees gain an understanding of the impact of "next generation" ingredients, emerging markets, consumer trend data and regulatory constraints.

Cutting-edge conference tracks are prepared and presented in collaboration with world-class researchers and carefully selected partners (industry, academic, and government) to ensure top-notch science, solid business and industry context, and the highest potential for commercial or health-policy impact.

About Greenleaf Medical AB

Greenleaf Medical is a Swedish research and development company, active in the global nutraceutical market, which sells and develops natural ingredients with well-documented, beneficial health effects. We work together with universities and international science and regulatory groups. Our products are used in both Functional Food and Dietary Supplements.

Greenleaf Medical believes the secret of health and beauty is based on finding the best ingredient through scientific validation. Dedicated to creating natural products with published mechanism-of-action and efficacy studies, the Greenleaf Medical team believes in the unique composition of natural, active ingredients and innovative formula of their supplements.