

July 20, 2011

City of Ankeny's wellness program initiative yields favorable immune health results

CONTACT:

Deb Dyar	Cheryl Sturm
Public Relations Officer	Director of Marketing
City of Ankeny	Embria Health Sciences
515.965.6414	515.963.9100
ddyar@ankenyiowa.gov	csturm@embriahealth.com

ANKENY, Iowa (July 20, 2011) - The City of Ankeny does not shy away from taking new approaches to old issues, such as the relationship between employee productivity and health care costs. That's why City officials approached Iowa-based nutrition ingredient supplier, Embria Health Sciences, leader in immune health research and production, to help enhance the City's existing employee wellness program.

City employees were given the opportunity to participate in a wellness program initiative that entailed taking Proactive Health Products' EpiCor® a natural immune health supplement comprised of protein, fiber, vitamins, minerals, and antioxidants, over the course of six months during cold/flu season. EpiCor, which is clinically proven to support and balance a healthy immune system, was provided to the City and its employees at cost by Iowa-based company ProActive Health Products.

The City's human resource department noted a 28% decrease in employees' doctor's visits for cold, flu, and upper respiratory illnesses. This decrease paralleled and complemented clinical research on the ingredient EpiCor, noting a 26% decrease in cold and flu illness in adults who took the supplement.

Assistant City Manager, Jim Spradling, is pleased with the results. "Like Embria Health Sciences, the City of Ankeny is committed to improving the lives of people through the services and products it provides," said Spradling. "The City has traditionally looked for ways to partner with local business and this particular partnership is an innovative example of that pursuit."

Due to favorable results, City officials like Spradling are encouraging other governments and businesses to incorporate a similar program in an effort to reduce inflated health care costs and improve preventative health initiatives, as well as promote employee productivity.

About City of Ankeny:

Ankeny, Iowa is bringing it all together. As the fastest growing city in Iowa and one of the fastest-growing cities in the Midwest, Ankeny has a current population of over 45,000. Incorporated in 1903, the city is located just north of Des Moines, Iowa's capital city. Ankeny was named one of the Top 100 Places to Live by Money Magazine and Family Circle Magazine's Top 10 Best Towns for Families. Ankeny offers an enviable quality of life with pedestrian friendly neighborhoods, numerous recreational and cultural amenities, access to higher learning and an active and engaged citizenry.

About Embria Health Sciences and EpiCor:

Embria Health Sciences combines science and nature to bring high-quality, research-based natural ingredients to the global human nutrition market. Embria's flagship ingredient, EpiCor®, is an all-natural product that helps the body balance the immune system and is manufactured using a proprietary technology. EpiCor contains protein, fiber, vitamins, minerals, amino acids, antioxidants and other metabolites that deliver nutritional benefits and support immune health. Clinical studies have found EpiCor's immune-balancing properties provide year-round support by helping the body boost or suppress immune response as needed. EpiCor was the first immune health ingredient to receive the SupplySide West Scientific Excellence Award, in recognition of the compelling clinical studies published in peer-reviewed publications such as the Journal of Alternative and Complementary Medicine, Advances in Therapy and Urologic Nursing.

###

