



America's TV Wellness Doctor Art Ulene Launches Vitamin Line

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News Release

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"America's Wellness Doctor" Art Ulene Launches Vitamin Line

Marina del Rey, CA, January 2, 1998 - Dr. Art Ulene, the nationally recognized physician known to millions as the "television family doctor" and "America's Wellness Doctor" from NBC's Today Show, has launched a line of nutritional supplements geared toward consumers who currently don't take vitamins.

"Though an estimated 50 million Americans currently take a multi-vitamin daily, recent studies indicate that 60% of Americans do not take daily vitamin supplements because of confusion about what to take and how much," according to Ulene. "These formulas are designed to eliminate the guesswork and help the consumer get the added benefits needed to enhance an overall wellness program."

The three formulas being launched by Ulene's Feeling Fine Company -- NUTRITION BOOST Formula™ for Men and Women, OPTIMAL Vitamin Formula™ for Men and OPTIMAL Vitamin Formula™ for Women -- and are all scientifically based daily plans designed to make it easy for consumers to get the essential nutrients they need. The nutritional supplements will be sold in chain drug stores, supermarkets and discount stores throughout the United States beginning February 1998.

The NUTRITION BOOST Formula™ for men and women (under \$10.00 retail) goes an essential step further than most multi-vitamin/mineral formulas as it offers elevated levels of antioxidants and an additional calcium and magnesium caplet for increased potency.

The Men's and Women's OPTIMAL Formulas are vitamin packs - five easy-to-swallow caplets and one softgel - taken each day. There are 30 packets for a 30-day supply in each package (\$11.99-\$13.99 retail).

Nearly 84 percent of non-vitamin users say the number one factor that would cause them to change and become users would be the recommendation by a doctor. "Our focus group studies indicate that non-users will 'give these vitamins a try' based on Dr. Ulene's recommendations," stated David Brubaker, CEO of Feeling Fine Company, the marketer and distributor of Ulene's vitamin line.

Dr. Art Ulene is recognized by 37 per cent of adult consumers as "television's family doctor," according to a 1997 Health Maintenance survey report. This extraordinarily high recognition level is the result of his regular appearances on NBC's Today Show for nearly 20 years, appearances on ABC's Home Show and some 1,500 syndicated reports that have aired in news programs on stations throughout the country.

Dr. Art Ulene is not just a spokesperson for the company according to Brubaker. "The science-based products are formulated under Dr. Ulene's supervision and approved by our Scientific Advisory Board. Each package will carry a guaranteed nutritional release statement and Dr. Ulene's personal guarantee of the freshness, potency and quality of the product," Brubaker said. Each package features Dr. Ulene's photograph on the front panel for strong consumer identification and easy-to-understand ingredient descriptions that clearly describe product formula benefits.

In addition to his line of nutritional supplements, Dr. Ulene will be promoting his new consumer reference book on vitamins, minerals and herbs in the fall of 1998. Starting in February, consumers will be able to call a consumer information line, "800-DR ULENE," staffed by registered dietitians to help answer any questions about the product formulas.

Feeling Fine Company is located in Marina del Rey, California. In addition to its nutritional supplements, the company also publishes a line of more than 50 books and home video/audio programs designed to promote good health. David Brubaker, CEO of the company was founder of Leiner Health Products, the largest manufacturer of vitamin and mineral supplements in the United States.

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