

FOR IMMEDIATE RELEASE

# FDA Announcement Boosts World Nutrition Campaign to Promote Natural Pain Relief Through Systemic Enzyme Therapy

Phoenix (January 30, 2004)—World Nutrition, Inc., a leader in the development of therapeutic nutritional supplements, today announced a conference series designed to educate physicians on the use of systemic enzyme therapy as an effective, non-toxic alternative to over-the-counter painkillers.

The announcement was made amid concerns that led the Food and Drug Administration (FDA) to launch a campaign educating consumers about the potentially lethal side effects associated with the misuse of acetaminophen and nonsteroidal anti-inflammatory drugs (NSAIDs) such as aspirin, ibuprofen, naproxen and ketoprofen.

“We’ve known for years that thousands upon thousands of patients are hospitalized annually with severe liver, kidney, and stomach problems caused by high doses of traditional pain medicines,” said Dr. William Wong, N.D., Ph.D. “The FDA campaign should help to reduce these numbers by placing this information squarely in the hands of consumers.”

Wong said that he and many other healthcare practitioners have come to believe that systemic enzymes – particularly the serrapeptase enzyme contained in World Nutrition’s Vitälzȳm supplement – are the best and safest alternatives to acetaminophen and NSAIDs. “Enzymes offer many advantages over the traditional drugs,” Wong said. “Most importantly, enzymes are naturally occurring substances with no toxicity whatsoever.”

World Nutrition’s conference series will consist of weekly telephone conferences and Internet chat sessions that match experts like Dr. Wong with other healthcare practitioners and World Nutrition clients who are new to systemic enzyme therapy. Regional symposiums and expert lectures are also planned.

“Systemic enzymes have been used for decades by doctors in other countries to treat traumatic and chronic pain,” said Jeffrey Pataky, World Nutrition’s director of marketing. “Armed with the positive results reported by Vitälzȳm users and in concert with the current FDA campaign, we’re pleased to help bring this message to the public.”

Vitälzȳm is available from authorized healthcare practitioners and directly from World Nutrition at [www.vitalzym.com](http://www.vitalzym.com).

For information on the conference series, contact a World Nutrition account manager at **800.548.2710**.

For more information on the FDA consumer education campaign, visit [www.fda.gov/cder/drug/analgesics/](http://www.fda.gov/cder/drug/analgesics/).

## About World Nutrition, Inc.

World Nutrition, Inc. is a leader in the development of nutritional supplements based on top-quality ingredients with proven health benefits. Vitälzȳm, the company’s flagship product, is a 100 percent natural, systemic enzyme supplement. Endorsed by renowned healthcare practitioners and athletic trainers, Vitälzȳm’s unique vegetarian formula helps balance the body’s natural chemistry to improve general wellness and aid those suffering from recurring pain and chronic conditions. World Nutrition is headquartered with extensive manufacturing and distribution facilities in Phoenix, Arizona. For more information, visit [www.vitalzym.com](http://www.vitalzym.com).

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**Vitälzȳm**

