

## **FOR IMMEDIATE RELEASE**

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## **INTRODUCING LICHI: THE NEW SUPER FRUIT DIETARY SUPPLEMENT**

Naturally formulated to help reduce body fat,  
increase energy and boost metabolism  
Arrives in-store in November at Rite-Aid, GNC and other leading retailers

LICHI, a new herbal dietary supplement fueled by the exotic “super fruit” lychee, makes its U.S. debut in November 2010 at leading retailers nationwide. With a unique blend of ingredients formulated to promote natural weight loss and promote overall well-being, LICHI represents an exciting breakthrough for the health and fitness nutrition market.

LICHI is a complete fat-fighting formula fueled by 17 active ingredients. But as its name suggests, the main ingredient in LICHI is the lychee, a “new” super fruit whose health-enhancing properties have been known for more than four millennia. Originally native to China and Southeast Asia, lychees have been cultivated since at least 2000 B.C., and were famed as a delicacy in the Chinese Imperial Court.

During the Tang Dynasty (618 - 907 A.D.) the Emperor Li Longji was so obsessed with the power of the lychee that he had shipments relayed by express imperial courier 600 miles from the southern city of Canton (Guangdong) to his palace in northern China on a daily basis. His passion for the fruit is hardly surprising once you learn lychee’s incredible nutritional benefits: Lychee are cholesterol-free and packed with more vitamin C than found in oranges; they also contain a wealth of important minerals including copper, phosphorous and potassium.

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Significantly, lychees have an intense concentration of polyphenols, naturally-occurring antioxidants that protect the body from free-radical damage.

The lychee has the second highest polyphenol level of any single natural source and LICHl further enhances the lychee's innate health benefits by blending them with other proven free radical fighters including Açai Fruit, green tea extract and extracts from three other types of tea. LICHl also includes Resveratrol, a plant-based substance that combines additional anti-oxidant strength with anti-inflammatory, anti-aging and weight loss properties. In addition, to further stimulate metabolism and increase energy, LICHl adds cinnamon bark extract, cayenne pepper, niacin, L-carnitine and CLA (conjugated linoleic acid).

This proprietary blend of 17 natural ingredients acts together, making LICHl a remarkably complete weight loss aid. LICHl boosts the body's metabolic rate, helps oxidize fat (especially visceral fat, the internal abdominal fat linked to cardiovascular disease) and assists healthy digestion. The all-natural LICHl herbal dietary supplement maximizes the impact of sensible nutrition and exercise regime, promoting safely accelerated weight loss, while also increasing energy and a general sense of well-being. Additional health benefits include improved skin tone, thanks to the lychee's ability to increase oxygen uptake in skin cells, as well as the polyphenol-rich formula's help in fighting skin-damaging free radicals.

LICHl arrives in November at Rite-Aid, GNC and other leading retailers nationwide, backed by a comprehensive marketing program. LICHl's launch will be supported by advertising in major consumer media outlets, in-store promotions and an extensive social networking campaign to educate the public and drive traffic to LICHl's retail partners. In November, a proprietary web site will be launched at [lichidiet.com](http://lichidiet.com), allowing consumers to maximize their LICHl results by accessing information and innovative tools to help them lose weight and feel great. LICHl comes in bold, eye-catching packages that contain 90 softgels, with a suggested retail price of \$29.99.

LICHl dietary supplement is the first entry in a line of herbal products being launched by Bainbridge & Knight Laboratories, a new leader in natural health and wellness. Bainbridge & Knight identifies the need gap in strategic high-growth niche categories and uses state-of-the-art technology to address these opportunities with innovative products that are affordable for the mass market. Exclusive formulations derived from proven ingredients and new natural advances put Bainbridge & Knight at the cutting edge of today's "hot button" health, anti-aging and sexual wellness revolution.

For more information on LICHl herbal dietary supplement, or to arrange an interview with leaders of the Bainbridge & Knight team, please contact Mina Behar at 718-606-0767 Ext. 209 or via e-mail at [Mbehar@creativemarketingplus.com](mailto:Mbehar@creativemarketingplus.com).

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Photo Gallery:

<http://www.creativemarketingplus.com/cmpnew/projects/cmp/lichiGallery.html>

