

# UNiGEN

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**Unigen Announces Relaunch of Univestin®**

Univestin® proprietary joint health ingredient debuts with new branding, logo, marketing materials all designed to promote the Univestin Triple Play: Accelerated Action, Lasting Comfort, Long-term Safety.

**Seattle, WA** – August 20, 2015: Unigen, a leader in scientifically proven proprietary ingredients, is pleased to announce the relaunch of its flagship joint health ingredient, Univestin®. Univestin was first launched in 2002 and since then Unigen has invested millions of dollars in discovering all that the unique blend of two botanicals has to offer. This relaunch is designed to reintroduce those who may have seen the ingredient early on, but are unaware of the body of support that has been gathered since its inception.

Looking to highlight the differences between Univestin and other joint health ingredients out there, Unigen has worked with BrandHive to develop a logo, ad campaign, new sales kit, and a microsite at [www.Univestin.com](http://www.Univestin.com). The culmination of these efforts is to be seen at and around SupplySide West this fall.

Grant Bergstrom, Unigen’s Vice President of Sales & Marketing says, “Univestin is a unique ingredient which offers, what we like to call “The Univestin Triple Play”: Accelerated Action. Lasting Comfort. Long Term Safety. We are so excited to show everyone what Univestin is all about, and the launch of [www.Univestin.com](http://www.Univestin.com) helps communicate that story beautifully.”

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**About Unigen**

Unigen discovers, develops and manufactures proprietary natural-product active ingredients for dietary supplements, functional foods, cosmetic and personal care products, prescription medical food and botanical drug products. The Company discovers its proprietary ingredients through our high throughput screening PhytoLogix® approach applied to a proprietary well-annotated collection of botanicals and a legacy mining approach applied to botanicals having known medicinal benefits. Mechanism of action, safety and efficacy are documented with extensive preclinical *in vitro* and *in vivo* testing and by human clinical studies. Unigen protects its discoveries with issued patents and patent filings in all major territories, and manufactures its products to GMP standards. Unigen commercializes its proprietary ingredients through licensing and ingredient supply alliances with commercial partners engaged in the manufacture, distribution and marketing of end-products in each of Unigen’s target markets.