

# LIFE SHOTZ PASSES RIGOROUS CERTIFICATION SAFETY AND PURITY TEST

*Coeur d'Alene, Idaho (April 15, 2011)* – Almost all athletes take supplements, but many nutritional supplements are never tested for quality, safety or purity. In fact, over 30 percent of multivitamins have safety concerns that jeopardize the health and nutrition of the people who take them, and many supplements contain at least one undeclared substance that is prohibited under anti-doping regulations.

To demonstrate its commitment to natural nutrition and high performance athletes, Life Shotz has earned certification from the Banned Substance Control Group, clearing the way for athletes, customers and distributors to use and sell Life Shotz without fears about quality, safety or the ability to meet the high standards of sanctioned competitions.

Very few nutritional supplements obtain BSCG certification because of the costs and rigorous testing standards involved. Many companies actively avoid testing because they source ingredients from nations or factories with dubious reporting and monitoring practices.

21TEN, the Idaho-based company that produces Life Shotz, considered testing essential and worked through the months-long process to gain certification from one of the industry's most rigorous and respected independent laboratories.

“Our brands have prospered for over 25 years because we under-promise and over-deliver on product integrity and performance,” Chief Visionary Officer Richard Brooke said. “Life Shotz is the best product we have ever developed. It is the most potent, most life changing, and has the widest consumer appeal. The certification from BSCG is well deserved and will serve to help us get this product in the hands of even more elite athletes and high performance people.”

Many Life Shotz customers are high-performance professional and amateur athletes, and certification guarantees that Life Shotz will never hinder these athletes' performance or ambition. Life Shotz is also the preferred nutritional drink of major athletic organizations, and these groups demand elite nutritional supplements that promote healthy and safe competition.

Such athletes include Phil Jackson, coach of the NBA Champion Los Angeles Lakers; the coaches and wrestlers of Azevedo-Hitchcock Wrestling; the athletes of California USA Wrestling; professional MMA fighter Sam Sicilia; Ben Greenfield, who was voted the #1 Personal Trainer in the Nation; and numerous Ironman competitors.

Tom Lunneborg, VP of Product Development, led the certification effort.

“Our certification from Banned Substance Control Group is monumental,” Lunneborg said. “This gives peace of mind to everyone taking our product. BSCG certifies that Life Shotz does not contain any hidden



performance enhancing drugs. NCAA, high school and professional athletes can consume Life Shotz and not worry about the possibility of testing positive.”

Certification for Life Shotz also gives 21TEN distributors an advantage when promoting Life Shotz and the income opportunity it affords. Complete confidence in the product, its ingredients and its effect means distributors can create an extra level of trust that improves sales and builds long-term business relationships.

“This certification is a badge of honor,” Lunneborg said. “It shows that 21TEN has gone the extra mile to prove credibility and quality. And this isn’t just about athletes. All drug-screened employees can also take Life Shotz and not worry about a positive drug test that could jeopardize their job.”

Every batch of Life Shotz will be tested by BSCG in an independent, state-of-the-art anti-doping facility. BSCG will search for substances that have been banned by the International Olympic Committee, the United States Anti-Doping Agency, the National Collegiate Athletic Association, the National Football League, and other professional and amateur sports leagues.

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*21TEN is a new relationship marketing company that features Life Shotz, a nutritional drink that helps increase energy, boost mood, sharpen mental clarity, and promote anti-aging with powerful blends of vitamins and antioxidants. 21TEN is backed by Oxyfresh, a 26-year veteran of the network marketing industry, and shares a corporate office in Coeur d’Alene, Idaho. Visit [www.21TEN.com](http://www.21TEN.com) for more information about Life Shotz and 21TEN’s network of independent distributors who are achieving financial independence throughout North America.*