

## LIFE SHOTZ EARNS MAJOR PURITY AND QUALITY CERTIFICATION

*Coeur d'Alene, Idaho (July 6, 2011)* – Life Shotz has earned certification from NSF International, 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.

More than half of all adults take supplements, but most don't know the majority of 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. Common problems include lead contamination and dangerous doses of vitamins and minerals.

Very few nutritional supplements obtain either NSF certification because of the costs and rigorous manufacturing standards involved.

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

"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 NSF is well deserved and will serve to help us get this product in the hands of even more people."

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

"Our certification from NSF International is monumental," Lunneborg said. "This gives peace of mind to everyone taking our product. NSF certifies that Life Shotz contains exactly what it's supposed to and nothing more or less."

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."



NSF will independently verify that each batch of Life Shotz contains every ingredient listed on the product label in the correct quantity, and NSF testing will ensure the product contains no contaminants or undeclared ingredients. NSF testing will also ensure conformance to currently recommended industry good manufacturing practices for dietary supplements.

In addition to undergoing these rigorous NSF tests, every batch of Life Shotz is already tested by BSCG in an independent, state-of-the-art anti-doping facility. BSCG searches 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.*