



FOR IMMEDIATE RELEASE

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Ashburn, VA (August 16, 2010) – **PERQUE LLC**, a premium professional, quality-driven, nutrition company, announced today the introduction of **PERQUE Whey Guard**, a breakthrough meal powder useful in metabolic management and healthy weight loss programs. **PERQUE Whey Guard** is a novel improvement for whey protein powder users by offering 15 grams of native whey protein to revitalize and boost immune defenses; a low glycemic index for sustained energy and healthier blood sugar levels; plus more than 10 grams of fiber for digestive comfort and regularity in each great-tasting shake. This high-quality meal powder was carefully crafted to be low calorie and low fat, with less than 180 calories per serving and less than 10% of calories from fat, while having a smooth and delicious milk shake-like taste, available in Rich Chocolate and Creamy Vanilla flavors. Healthcare professionals may request a sample at www.PERQUEWheyGuard.com. **PERQUE Whey Guard** is successfully redefining the protein powder category by meeting the growing need for a “whole food” product that is wholesome, nutritious, and most importantly delicious.

“Many whey products sacrifice quality by adding common food allergens, binders, fillers, etc. that can do more harm for the body than anything,” explained Russell M. Jaffe, MD, PhD, CCN, Director of **PERQUE LLC**. “I have and always will advocate the Alkaline Way of living through **PERQUE** products and am excited to offer a safe, effective and 100% bioavailable product that is held true to its label for practitioners seeking a better ‘whey’ for their patients.”

Like all **PERQUE** products, **PERQUE Whey Guard** is sold exclusively through doctors and healthcare professionals. **PERQUE** supplements come with a full-disclosure label and use only the highest standard of nutritive ingredients that are hypoallergenic and free of proprietary blends. **PERQUE Whey Guard** guarantees that it contains 100% native whey protein concentrate, includes a comprehensive amino acid profile, and is free of toxic metals and other harmful additives – unlike many other whey powders on the market today.

“Casein-free, native whey is most desirable from a quality perspective,” said Dr. Jaffe. “In addition, things to look for in a whey product include an ACTUAL amino acid profile listed on the label; only natural ingredients; free of common food allergens such as soy, gluten, corn, and eggs; and free of toxic metals, BPA, solvent residue, pesticide residue, phthalates, BSE, melamine, and GMOs. **PERQUE Whey Guard** includes all of these key benefits and more plus a great taste to match.”

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“It is common for customers to overlook the importance of a full-disclosure label, which coincidentally can affect patient results, sometimes for the worse,” added Andrew Shales, **PERQUE**’s Chief Operating Officer. “When using **PERQUE** brand supplements, what you see is what you get, and what you will find are better ingredients. This contributes to our superior customer loyalty. Once practitioners start using the **PERQUE** supplement line, they don’t want to use anything else.”

About PERQUE LLC

PERQUE LLC is a premium professional, quality-driven nutrition company based on the principle of Physiology First the Alkaline Way. Led by founder, Russell M. Jaffe MD, Ph D, CCN, **PERQUE** innovates and sells uniquely potent products that meet consumer and professional needs to restore, sustain and enhance health. It is company and brand philosophy that **PERQUE** products converge the best of technology, formulation, third-party post-production assays, outcome validation studies and clinical experience into effective and active health agents. These superior health agents provide universal relief from nutritional distress and exemplify integrity at all levels. **PERQUE** products are highly functional and clinically proven with more powerful, comprehensive formulations than other comparable brands. For further information please visit www.PERQUE.com.

*NOTE: All **PERQUE** supplements are available only through healthcare practitioners. If you are interested in obtaining **PERQUE** products, contact your healthcare professional or call 800.525. 7372 to locate a professional nearest you.*

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