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PRESS RELEASE: FOR IMMEDIATE RELEASE

Ajay Goel, Joins EuroPharma's Scientific Advisory Board *Top Cancer Researcher Explores Curcumin's Anti-Inflammatory Properties*

GREEN BAY, August 2, 2010 – EuroPharma, Inc. announced today that Ajay Goel, Ph.D. has joined their Scientific Advisory Board. Dr. Goel is an Investigator at the Gastrointestinal Cancer Research Lab at Baylor University Medical Center in Dallas, TX.

Dr. Goel has spent 20 years researching cancer and has been the lead author or contributor to over 100 scientific articles published in peer reviewed international journals and several book chapters. He is currently researching the prevention of gastrointestinal cancers using integrative and alternative approaches, including botanical products. Two of the primary botanicals he is investigating are curcumin (from turmeric) and boswellia.

“Abundant data points to the pain-relieving and anti-inflammatory efficacy of curcumin,” says Dr. Goel. “Currently, we have several scientific studies underway in our laboratory on curcumin, and we are extremely encouraged by the new promising discoveries we are making with this miracle herb.”

Dr. Goel is a member of the American Association for Cancer Research and the American Gastroenterology Association and is on the international editorial boards of *World Journal of Gastroenterology* and *World Journal of Gastrointestinal Oncology*. Dr. Goel also performs peer-reviewing activities for almost 50 scientific journals, as well serves on various grant funding committees of the National Institutes of Health.

He has been an invited speaker at Harvard Medical School and other universities and conferences around the world and served as a visiting professor at the Department of Medicine at the University of Illinois at Chicago; Panjab University, India; Medical University of Vienna, Austria; and at Yonsei University School of Medicine, Seoul, Korea. His many awards include the Union of European Gastroenterology Federations “Distinguished Researcher” Award and numerous Poster of Distinction Awards from the American Gastroenterological Association.

Dr. Goel is a big supporter of the movement for more simple, natural foods and improved dietary practice, especially for our children. “Our children are building bodies that need to last a hundred years, or maybe even more. It is our responsibility to provide them with the healthiest, purest building blocks available: wholesome, natural food.” He also works privately with an organization in India to provide food, shelter, education and care for children who have lost their parents and are left orphaned.

“We are extremely pleased to have Dr. Goel join our scientific advisory board,” says Terry Lemerond, founder and President of EuroPharma, Inc. “He is one of the top scientists in the world researching the health benefits of curcumin. We believe the work Dr. Goel is doing is vitally important, and we greatly appreciate his scientific guidance.”

EuroPharma’s scientific advisory board includes many of the world’s thought leaders in botanical medicine including Jacob Teitelbaum, M.D. Chris Kilham, Medicine Hunter, and Decker Weiss, NMD.

EuroPharma offers clinically proven and effective nutritional supplements and natural remedies that improve the health of America. Throughout his 40-year career, President and Founder Terry Lemerond has created more than 300 high-quality formulations, all backed by scientific validation. Many are unique, proprietary, and, in some cases, patented. Lemerond was the first to introduce Ginkgo biloba, glucosamine sulfate, IP-6, black cohosh for menopause, and the concept of botanical standardization to the U.S. health food market. At EuroPharma, *Our Passion is Your Health™*. For more information on EuroPharma, visit www.EuroPharmaUSA.com.