



FOR IMMEDIATE RELEASE – March 19, 2007

Figuerola Laboratories Unveils New Logo, Celebrates Continued Growth

Santa Ynez Valley, Calif. – Figuerola Laboratories is unveiling a new company logo to celebrate its evolution into an unparalleled leader known worldwide for the quality of its superior nutritional supplements.

Since its 1992 inception as a family-owned and –operated company, FIGUEROLA has supported clinical research, development and testing for selective lines of therapeutic and sports nutraceuticals for people of all ages, their companion animals and their horses. Its products are made with 100 percent pure pharmaceutical-grade ingredients free of fillers, added sugars, chemical preservatives or cutting agents.

“Our new logo tells the world that we are beginning a new era of growth at Figuerola Laboratories,” said Antonio Figuerola, vice president and creator of the bold, forward-looking brand. “It visually denotes our increasing impact at the forefront of nutraceutical research. We’ve removed the limiting word ‘laboratories’ to symbolize that we are much more—we research, develop, manufacture, market, distribute, and retail all our innovative products.”

This year marks exciting changes that go beyond branding updates. Figuerola Laboratories will move into a state-of-the-art headquarters and manufacturing plant in Buellton, Calif., where production, marketing, sales and distributions efforts will be consolidated and the two primary divisions renamed: the Healthcare Science Division to FIGUEROLA Healthcare and the Veterinary Science Division to FIGUEROLA Animal Health, respectively. The former will work in the human sector with doctors, natural health food stores, and drug and food chain stores, and the latter in the animal sector, emphasizing the health and wellness of horses, dogs and cats. University clinical studies will continue to test the efficacy of various FIGUEROLA products.

The new branding will appear on all print advertisements, catalogs, corporate sponsorships, packaging, point-of-purchase displays, FIGUEROLA wear and the company’s web site at **www.figuerola.net**. It will also be prominently displayed at the new Buellton facility.

“Our vision for FIGUEROLA nutraceuticals is a continually evolving and expanding line of products in which our customers can place their complete trust and confidence,” said Figuerola. “The FIGUEROLA brand is here to stay, and we project for it the kind of heightened brand awareness enjoyed by the major pharmaceutical companies.”

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ABOUT FIGUEROLA LABORATORIES

Figuerola Laboratories is one of the world's fastest growing nutraceutical companies. Founded in 1992 by Peruvian immigrants Alfonso and Rossana Figuerola, the company has grown into a multimillion-dollar enterprise recognized as an international leader in nutritional supplements for people and their horses and pets. FIGUEROLA's products are known worldwide for their high quality and extraordinary effectiveness, as well as the purity of their ingredients and environmentally safe packaging.

The company's flagship products include JointSaver® and InflammSaver®. In the area of animal health supplements FIGUEROLA has been awarded national and international prizes for its development of therapeutic products, including EquineSaver® (a complete superfood for horses comprising 300-plus natural ingredients), LaminaSaver® (to combat founder and laminitis, for which Dr. Rossana Figuerola was recognized with the award, "Best Veterinarian Medicine and Best Therapy for Founder and Laminitis") and PetSaver® (for dogs and cats).

Over the years the Figuerola family has passionately promoted and supported equine research and well-being, and in September 2006 the Latin American Press Council presented its most prestigious accolade, the Excellence Award, posthumously to Alfonso Figuerola for his work with Peruvian Horses. Dr. Figuerola has appeared on national TV, including ABC, CBS, NBC and FOX TV. With her sons, Antonio and Alejandro, she is currently involved in a variety of philanthropic efforts, including humanitarian causes in South America, a water-wells project in Africa, and the creation of an international foundation to support early-childhood education in disadvantaged communities.