



plethico

PPL/CS/BSE/ 263 /2009-10
November 6, 2009

To

The Bombay Stock Exchange Limited

Floor 25, P.J. Towers

Dalal Street

Mumbai 400 001

Kind Attn.: Mr. Subramaniam

The National Stock Exchange of India Limited

Exchange Plaza, Plot No. C/1, G Block

Bandra-Kurla Complex, Bandra (E)

Mumbai 400 051

Kind Attn.: Mr. Hari K.

Dear Sir,

SUB. : LAUNCHING OF NEW PRODUCT NATROL® IMMUNE BOOST

Natrol Inc. a leading player in the nutraceutical segment has launched its new product Natrol® "Immune Boost" for the wellness of Body's Immune System.

Natrol Inc., USA is a wholly owned subsidiary of Plethico Pharmaceuticals Limited. The detailed Press Release in this regard is enclosed herewith for immediate dissemination.

This is for your information and record.

Thanking You

For PLETHICO PHARMACEUTICALS LIMITED

Ashok Mishra

ASHOK MISHRA

COMPANY SECRETARY



Encl. : As above

PLETHICO PHARMACEUTICALS LIMITED

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Nourishing the Potential of Mind and Body™

For Immediate Release
(Images / Interviews / Samples / Studies Available)

GUARD IMMUNITY NOW WITH NEW NATROL® IMMUNE BOOST†

One Daily Capsule Of Natrol® Immune Boost Helps Support The Body's Immune System†

CHATSWORTH, Calif., November 5, 2009 — To offer consumers immunity support for staying healthy during the fall and winter season 2009-2010, and beyond, [Natrol, Inc.](#) -- a premier marketer, manufacturer, and distributor of nationally branded nutritional products -- introduces [Immune Boost](#).†

According to [Dr. Michael T. Yacilla, Natrol's Vice President of Research and Development](#), "Natrol® Immune Boost is a scientifically formulated product that can be taken every day or at the first sign of wellness imbalance to help support the body's immune system, thus better preparing the body to defend itself against foreign invaders." He continues, "This Immune Boost supplement is different in that it protects one's health using key nutrients shown to enhance the body's natural immune resistance in multiple ways. Plus, it contains nutrients that are backed by scientific studies and clinical findings."†

Natrol® Immune Boost can be safely taken by adults, seniors, and children age nine and older. Immune Boost is an advanced formula containing [Epicor®](#), a clinically validated ingredient backed by several human research studies.†

Epicor® is a proprietary [superfood](#) complex that starts working as fast as two hours from ingestion.* The superfood complex in Epicor® is a natural source of plant-based antioxidants ([polyphenols](#)) and [beta-glucans](#), as well as [vitamins](#), [minerals](#), [enzymes](#), and [amino acids](#) (the body's protein building-blocks).†

Natrol® Immune Boost works differently than other products (which are symptom-oriented), and [Echinacea](#) (which is not recommended for everyday immune support). Designed to help reinforce the body's immune system, Immune Boost is formulated with nutrients that offer distinct functions to help the body in the following three key ways:

- 1) **Promotes white blood cell activity** to boost the body's "natural eater" cells ([Phagocytes](#)), and ["natural killer" \(or "NK"\) cells](#), called white blood cells -- main components of the body's innate immune defense -- promoting [T-cells](#) which search for and destroy foreign invaders, and activating [B-cells](#) which produce [antibodies](#);
- 2) **Supports Interferon** whose function is to signal intruder presence and alert the immune system to get into gear; and,
- 3) **Stimulates [Immunoglobulin A \("IgA"\)](#)** which supports mucous membranes.†

- more -

* EpiCor has been clinically shown to activate Natural Killer (NK) cells in healthy adults as early as two hours after intake.

New Natrol® Immune Boost, With Clinically Tested Ingredients, Can Protect Health This Winter Season and Beyond / 2

Natrol also suggests consumers follow [CDC's recommended good health habits for](#) staying healthy this fall and winter:

- **Stay home when you are not feeling well**, if possible, from work, school, and errands. You will help prevent others from catching your illness;
- **Clean your hands** often to help protect you from germs; and,
- **Practice other good health habits** by getting plenty of sleep, being physically active, managing your stress, drinking plenty of fluids, and eating nutritious food.[†]

Natrol® Immune Boost also contains 100 percent Daily Value (100% DV) or more of [Vitamin C](#) (Ascorbic Acid), [Vitamin D₃](#) (as Cholecalciferol), [Zinc](#) (from Zinc Oxide), and [Selenium](#) (from [SelenoExcell®](#) Yeast Bound Selenium). Designed to be taken once daily with a meal, Immune Boost is formulated as "Fast-Capsules", and is available in 50ct and 30ct packages nationwide at [BJ's Wholesale Club](#), [Costco®](#), [Sam's Club®](#), and other retailers, as well as from [Natrol.com](#) and other online retailers. For children ages nine and older, the contents of one Immune Boost capsule can be sprinkled into their favorite dish.[†]

Natrol products are offered by U.S. health food, drug and grocery stores, mass-market retailers, Natrol.com, and other online retailers. More information is available at www.Natrol.com, or by calling **1-800-2-NATROL** (1-800-262-8765), or emailing Customer-Service@Natrol.com.

About Natrol – CONSUMER. TECHNOLOGY. NUTRITION.

Natrol, Inc., headquartered in Chatsworth, CA, is a wholly owned subsidiary of [Plethico Pharmaceuticals Limited](#). Plethico Pharmaceuticals Limited (BSE: 532739.BO: PLETHICO), an herbal/nutraceutical-focused Indian Company, engages in the manufacture, marketing, and distribution of pharmaceutical and allied healthcare products in India and internationally.

Natrol, Inc. has a portfolio of health and wellness brands representing quality nutritional supplements, functional herbal teas, and sports nutrition products. Established in 1980, Natrol's portfolio of brands includes: [Natrol®](#), [MRI](#), [Prolab®](#), [Laci Le Beau®](#), [Promensil®](#), [Trinovin®](#), [NuHair®](#), and [Shen Min®](#). The company also manufactures supplements for its own brands and on behalf of third parties.

Natrol distributes products nationally through more than 54,000 retailers, as well as internationally in over 40 other countries through distribution partners and its UK subsidiary.

Consumer needs are central to Natrol's focus. The company pledges to deliver nutritional products with uncompromised service, quality, and innovation through the best that science, nature, and technology can offer. For more information, call 1-800-2-NATROL (1-800-262-8765) or visit www.Natrol.com.

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[†]These statements have not been evaluated by the [Food and Drug Administration](#). This product is not intended to diagnose, treat, cure, or prevent any disease. Consult your healthcare professional prior to use if you have or suspect a medical condition, are taking prescription drugs, or are pregnant or lactating.