

Wayne State University Preliminary Study On Health Enhancement Products, PAZ, Indicates Encouraging Results in Inflammation When Managing Cholesterol; Study is Expanded

Health Enhancement Products Announces Study's Expansion to Identify and Characterize Biologically Active Molecules in PAZ Filtrates

- **Press Release**
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SCOTTSDALE, Ariz., Aug. 25, 2009 (GLOBE NEWSWIRE) -- Health Enhancement Products, Inc. (OTCBB:[HEPI](#) - [News](#)), in conjunction with Wayne State University (WSU), announced that the WSU research team, led by Smiti Gupta, Ph.D., assistant professor of Nutrition & Food Sciences in the College of Liberal Arts and Sciences, noted the absence of any detectable inflammation in liver samples taken from the test subjects in its preliminary study findings. This is encouraging, given that other means of controlling cholesterol may have a negative effect on liver function.

As a result of the continued positive results in the preliminary findings, the Company announced the expansion of the current Wayne State study, adding a therapeutic component to the study to establish the efficacy of specific, isolated PAZ filtrates in managing cholesterol and inflammation over a longer period of time, as well as a review of toxicity, safety and dosing parameters.

WSU is now in the process of identifying the isolated active fractions which the Company recently announced provided encouraging results in lowering LDL cholesterol and raising HDL cholesterol. Results of the identification process are expected in the coming weeks, first in determining the class of compounds, and then characterizing individual elements.

"Although the initial round of tests indicate no detectable inflammation in liver samples, additional tests will be performed to verify these results," said Gupta. "In order to further substantiate this, live cell assays are being conducted to better define what tests may serve as the best indicators for determining efficacy in inflammation. These results should be available in the coming weeks."

John Gorman, Health Enhancement Products executive director of Sales, commented, "After a successful set of results pointing toward effective cholesterol management and today's positive announcement, we are motivated to continue and expand the study." Mr. Gorman continued, "In the coming weeks we will continue to update the investment community to significant findings and their potential impact. Our relationship with WSU and the research team has yielded positive results, useful insights and better informs our strategy as we move forward."

About Health Enhancement Products, Inc.

Health Enhancement Products, Inc. is a nutraceutical company engaged in the development of dietary supplements, food additives and ingredients using only pure, all-natural compounds. The Company's premier product is ProAlgaZyme (PAZ), a liquid product drawn from living algae

grown in purified water. The water in which the algae is grown is drawn off, filtered and bottled as ProAlgaZyme.

About Wayne State University

Wayne State University is one of the nation's pre-eminent public research universities in an urban setting, ranking in the top 50 in R & D expenditures of all public universities by the National Science Foundation. Through its multidisciplinary approach to research and education, and its ongoing collaboration with government, industry and other institutions, the university seeks to enhance economic growth and improve the quality of life in the city of Detroit, state of Michigan and throughout the world. To learn more about research at Wayne State University, visit <http://www.research.wayne.edu>.

Safe Harbor Statement

Except for any historical information, the matters discussed in this press release contain forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. These forward-looking statements involve risks and uncertainties. A number of factors could cause actual results to differ from those indicated in the forward-looking statements, including the timing of completion of a trial, actual future clinical trial results being different than the results the company has obtained to date, and the company's ability to secure funding. Such statements are subject to a number of assumptions, risks and uncertainties. Readers are cautioned that such statements are not guarantees of future performance and those actual results or developments may differ materially from those set forth in the forward-looking statements. The company undertakes no obligation to publicly update or revise forward-looking statements, whether as a result of new information or otherwise.

For more information, please visit <http://www.heponline.com>.

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