



August 21, 2009

Dear Senator Jason Allen,

Michigan has the opportunity to provide hope, solutions, health, wellness and quality of life. We have a hidden jewel of research and technology, ready to launch for its needed health care initiative. We are blessed to have the technology for innovative and proven solutions to help improve health care for people of all ages, cut health care cost, secure jobs, help stimulate the economy for new jobs and at the same time enhance agriculture and tourism.

Cerise NutraScience proven technology, for improving health care, will play a key roll for helping the Medical Professionals, Patients, and Hospitals and help fill the need for Insurance Companies.

We have completed 21 years of NutraScience research to promote nutrition and health. Our Cerise technology developed here Traverse City, can play a major roll to help jump start and lead the way for providing solutions for the Nations health care initiative.

We provide hope and a new choice for improving health and quality of life and Cerise's technology will play a key roll for reducing health care cost.

Cerise NutraScience technology provides a real choice, that works well for the Employee, Family, Businesses, Manufactures, Doctors, Hospitals and Insurance Companies and will have a huge benefit for all our Veterans.

We have the support of researchers from Central Michigan University, University of Colorado, Van Andel Research Institute, University of Michigan, Michael J. Fox Foundation and Veterans Affairs in Washington DC.

Health care affects every family and we can make a difference.

Thank you for your support and for helping this new health care initiative.

Best of Health,

*Raymond M. Pleva*

Raymond M. Pleva

President & CEO

*Cerise Nutraceuticals, Inc.*

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## Cerise® Product Testimonials

I have been a surgeon for the last fifteen years. During my training in Florida I noticed my hands were quite sensitive to the scrub soaps that were used before each operation. When I moved to Michigan in 1996, this problem intensified due to the dry winter air. Often times I would have small cracks and crevices in my hands that could be quite painful. Over the years I have tried at least ten different lotions and therapies in an attempt to improve this situation with little or no success. This year I began using the Cerise® Therapeutic Hand & Body lotion. A small amount twice daily has kept my hands softer and in better condition than they have been over the last decade. I think the combination of tart cherry concentrate and kalaya oil has excellent skin care potential and I look forward to using Cerise® Nutraceuticals for years to come.

**F. Matthew Smith, MD, FACS**  
Traverse City, MI

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In our staff room at Suttons Bay Dental Center, we always have had several containers of hand lotions to help reduce the irritation of frequent washing with disinfectant soaps. In recent months, the Cerise® hand lotions have become our favorite because they soothe hand irritation so well and also leave no residue that interferes with putting gloves on right away.

I have found that I can use about a quarter the amount of our other lotions, about twice a day, even in the dry winter season. My assistant, Sandy, tells me that her finger nails are much stronger than ever before since using the Cerise® lotion. The cost is comparable with other products; actually much less than some we have gotten through our dental supply houses. Considering the small quantity needed per use and less often usage, it is much less cost. I have even had our national dental supply company contact Cerise®, recommending that they carry the lotion in their catalog.

I also take the capsules daily, finding them a good source of the fish oil recommended by my physician. I feel confident of the mercury free fish oils being better than other sources. They have antioxidant properties as the lycopene also recommended by my physician.

If it helps out the cherry industry, that's a great bonus!  
Keep up the good work!

**John Holcombe, DDS**  
Suttons Bay, MI

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I have employees wearing gloves and no matter what, the skin on their hands would crack and get irritated. After using Cerise® products, the irritation decreased drastically.

Another employee that was typing all day complained of soreness and lack of strength in her hands. I had her use Head & Body Comfort roll-on and she reported that her pain was gone within 30 seconds.

**Dan Sarya, DDS, MPH**  
Orthodontist  
Traverse City, MI

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*Cerise® Nutraceuticals LLC does not make any claims regarding the independent research or personal experiences listed. All information is intended for your general knowledge. Always consult with your personal medical professional. Cerise® can not and does not give medical advice. The products are not intended to diagnose, treat, cure, mitigate or prevent any disease.*

**The Triple “Wow” Factor**

\*Cerise® Nutraceuticals is a line of products that combines the therapeutic benefits of patented, ultra-refined Emu/Kalaya oil, 100% natural activeceutical cherry compounds and cold water mercury free fish oil. The result is a family of products rich in natural cherry antioxidants and Omega 3, 6, and 9 fatty acids.

\* The synergistic effect of this patented formulation can be found in our unique line of Therapeutic Facial Skin Solution, Facial Skin Cream, Hand & Body Lotion, Joint & Muscle Comfort Lotion, Head & Body Comfort Serum, and in our Total Body Rhythm Capsules.

\*But don't confuse our products with other formulations! Cerise® products use only ultra-refined, unsaturated Kalaya oil, 100% natural activeceutical tart cherry compounds, and mercury-free North Sea fish oil for a totally natural experience.

**\*Cerise® products can help put the body and skin back into its comfort zone.**

**\*Head and Body Comfort Serum:**

Migraines	Carpal Tunnel Syndrome
Headaches	TMJ
Tension Ache in Neck, Shoulders, and Back	Earaches
	Sinus Headache

**\*Hand and body Lotion:**

Skin Moisturizer	Anti-Aging
Dry/Cracked Skin	Minor Nicks, Cuts or Scrapes
Face Lotion	Minor Burns
After Shower Body Lotion	Sunburn
Bunions & Sore Feet	Frostbite
	Rashes

**\*Joint and Muscle Comfort:**

Inflammation or Swelling	Poison Ivy & Poison Oak
Sore Joints & Muscles	Bug Bites
Sport Injury	Psoriasis
Back Aches	Shingles
Bruises	Cold Sores
Eases Scar Tissue, such as after burns, a mastectomy or any surgery	Eczema

**\*Facial Skin Solution:**

After Laser Skin Treatment	Acne	Skin Problems
Anti- Aging & Age Spots	Rosacea	Sun Damage

**\*Facial Skin Cream:**

Anti-Aging	Fine Lines & Wrinkles	Dry Skin & Cuticles
Hair Mousse	Moisturizer	Sun Damage

**\*Total Body Rhythm Capsules:**

Arthritis and Gout	Natural Body Detoxification
Fibromyalgia	Natural Body Cleansing
Diabetes	Improve Natural Sleep Pattern
Crohn's Disease	Helps Balance Hormones
Multiple Sclerosis	Helps Balance the Digestive System
Migraine Headaches	Balances Cholesterol
ADD & ADHD	Helps Balance the Immune System

\*The information provided here is for informational purposes only and is not intended as a substitute for advice from your physician or other health care professional or any information contained on or in any product label or packaging. Cerise® products provide synergistic solution in balancing the tissue fluid levels and returning the body to its comfort zone. The information stated here has not been evaluated by the U.S. Food and Drug Administration. These products are not intended to diagnose, treat, cure, mitigate or prevent any disease.

# Cerise® Cherryology Science

 *Balances Body System*

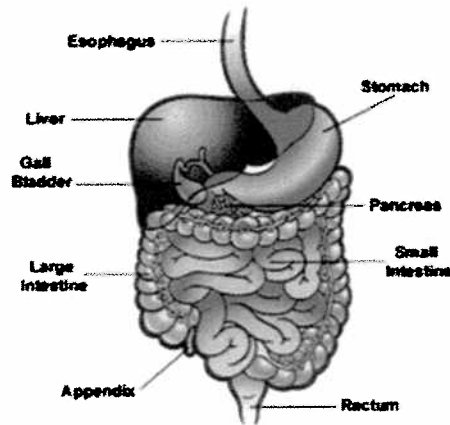
 *Balances Sleep Pattern*

 *Digestive Tract*

 *Immune System*

 *Hormones*

 *Reduce Inflammation*




 *Improve Energy*

 *Natural Detoxification*

 *Reduce Free Radicals*

 *Catalyst for Body Comfort*

 *No Known Side Effects*

 *Cerise® NutraScience Technology creates a powerful synergy to help the body help itself into its comfort zone.*



# Cerise® Nutraceutical Products



## Women's Health

### Cerise natural solution for balancing and improving the body system

\*Cerise® is a combination of products that creates a synergistic effect from patented ultra-refined Emu/Kalaya oil rich in Omega 3, 6 and 9 fatty acids, cold water mercury free fish oil Omega 3, and 100% natural activeceutical tart cherry antioxidant compounds. The Kalaya oil is the catalyst that carries nutrients to the body cells.

#### \*Cerise Joint & Muscle Comfort Serum:

- \* Inflammation & Swelling
- \* Sore Joints & Muscles
- \* Twisted Ankle
- \* Menstrual Cramps
- \* Leg Cramps
- \* Improve Circulation
- \* Back Aches
- \* Sore Feet
- \* Body Comfort

#### \*Cerise Head & Body Comfort:

- \* The same benefits as Joint & Muscle Comfort
- \* Bunions
- \* Headaches
- \* Migraine Headaches
- \* Sinus Headaches
- \* Tension Aches in Neck, Shoulder, Back & Hands
- \* Carpal Tunnel Syndrome
- \* TMJ

#### \*Cerise Facial Skin Solution:

- \* Acne
- \* Rosacea
- \* Anti-Aging & Age Spots
- \* Facial Skin Problems
- \* Moisturize & Rejuvenate Skin
- \* Reduces Fine Lines & Wrinkles
- \* After Laser Skin Treatment
- \* Catalyst for Penetration
- \* Collagen Stimulation
- \* Thickens Skin
- \* Chapped Lips
- \* Sun Damage

#### \*Cerise Facial Skin Cream:

- \* Collagen Stimulation
- \* Anti-Aging
- \* Reduces Fine Lines & Wrinkles
- \* Age Spots
- \* Dry Skin
- \* Thickens Skin
- \* Moisturize & Rejuvenate Skin
- \* Sun Damage
- \* Hair Mouse

**\*Cerise Helps put the body and skin back into its comfort zone.**

\*This information is obtained from ingredient background information and testimonials

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# **Cerise® Nutraceutical Products**

## **Women's Health**



### **Cerise natural solution for balancing and improving the body system**

**\*Cerise® is a line of products that combines the therapeutic benefits of patented ultra-refined Emu/Kalaya oil rich in Omega 3, 6 and 9 fatty acids, cold water mercury free fish oil Omega 3, and 100% natural activeceutical tart cherry antioxidant compounds.**

#### **\*Cerise Total Body Rhythm Capsules:**

- \* Improve Natural Sleep Pattern
- \* Helps Balance the Digestive System
- \* Improves Colon Muscle Tone
- \* Hormone Disfunction
- \* Helps to Protect Stomach Lining
- \* Improves Energy Level
- \* Increases Melatonin Levels
- \* Helps Strengthen the Immune System
- \* Destroys Free Radicals
- \* Natural Body Detoxification
- \* Slows Down Aging Process
- \* Skin Retains Natural Moisture
- \* Fibromyalgia
- \* Migraine Headaches
- \* Headaches and Sinus Headaches
- \* Diabetes
- \* Arthritis and Gout
- \* Helps Balance Cholesterol
- \* Parkinson's Disease (Life Science Research)
- \* Alzheimer's Disease (Life Science Research)
- \* Huntington's Disease (Life Science Research)
- \* Crohn's Disease
- \* Cardiovascular Disease
- \* Helps Balance Blood Pressure
- \* Multiple Sclerosis
- \* Scleroderma Disease
- \* Reduce Inflammation
- \* Improves Circulation
- \* Comfort for Jet Lag
- \* ADD & ADHD

#### **\*Cerise Therapeutic Hand & Body Lotion:**

- \* Dry Cracked Hands & Skin
- \* Anti-Aging
- \* Face Lotion
- \* After Shower Lotion
- \* Rashes
- \* Sore Feet
- \* Minor Nicks, Cuts, or Scrapes
- \* Sunburn/Sun Damage
- \* Minor Burns
- \* Eczema
- \* Psoriasis
- \* Bruises
- \* Frost Bite

**\*Cerise helps put the body and skin back into its comfort zone.**

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## Cerise® Product Testimonials

### Real People • Real Stories • Real Results

Ray,

I would like to thank you for your Cerise (Total Body Rhythm Capsules). It's important for you to understand how my life with Crohn's began and where I am today. The high's the low's of Crohn's Disease can test a persons will, determination, depression, tears, and laughter. This is usually been put to the test by 10 a.m. each day.

I was diagnosed in the spring of 1990, while building our first home 5 months before our wedding. We never really understood the severity of the disease at the time, there was too many other things preoccupying my time. I was immediately put on steroids of which I remained on and off for the next 5 years. In the fall of 1995 the disease got the best of me and I was in and out of the hospital until January 1996. I came home after 5 surgeries missing 2 feet of my small bowel but, gaining my new friend a colostomy. I was only to have the colostomy for 3 months and then the doctors were going to reverse the procedure and I could go on with my life. It was the spring of 1998 before I build up the courage to take on the surgery and the one week hospital stay that would follow.

I was off all medication for three years. Life was good until a relapse in 2001. In 2001 I was put back on steroids, Remicade, and multiple other medications. The problem wasn't so much in my intestines as it was in my rectum. I had multiple anal fistulas and the pain was unbearable. The first surgery helped for about 4 months until things went really bad. The doctors decided to take a more evasive surgery that would require a reconstruction of the rectum. Basically, I had an open six inch wound that was left open to heal from the inside out. Through it all I was determined to keep working and keep my mind of my disease. I did miss 1 week of work right after the surgery but, we kept plugging along. The surgery was a success and I have not had any more problems since.

Two years ago the pain in my small bowel returned and it was determined there was a small diseased section in my small bowel. The frustration of living with pain each and every day emotionally is very draining. The constant feeling of despair, lack of energy, and constant exhaustion is trying for any individual. I didn't want to fail at anything but most of my energy was put towards my career. The end of the day there was no time for anything or anyone including my family. Without the support of my wife Michelle I believe I would have never survived. Thanks to her for all she's done and put up with these past 18 years.

November of 2008 started another rough cycle. Two weeks of testing had left me feeling worse than ever before. December of 2008 was one of the most painful times I have ever had. The pain was 24hrs. a day, as if a knife was being twisted in my stomach. I lived on pain pills just to function. This is no life for anyone and things needed to change. It was January 09, 2009 when Michelle brought home the Cerise capsules. Within 10 days I was feeling different. I wasn't as tired and had more energy. I am no longer in need of pain pills and haven't felt this good in a long time. I am still currently taking my medications along with Cerise but, I planning on talking with my doctor about coming of the medications. Currently, I am taking 75mg of Mercaotopurine (6-MP) and Imodium to help control the diarrhea.

People can say what they want about any treatment but, I feel that Cerise has had a very direct relationship to my current health and quality of life. Thank You again for Cerise and taking the time to read my testimonial.

**Steve London**  
Traverse City, MI  
231-642-1671

I wanted to share with you the results of my use of Cerise Total Body Rhythm capsules (600mg). I used 2 capsules at bed time and 1 in the AM. She started use on Feb 14 (Valentines Day - Heart and Cherry day). I continued to use her medication and insulin (4 times per day) as prescribed by her Diabetes Specialist Doctor.

The results of the glucose readings were as follows:

13 days prior to Feb 14 (30 test readings) - **Ave 126**, High 188, low 82; Readings above 120 - 15, below 80 - 0.

11 days after Feb 14 (33 test readings) - **Ave 109**, High 151, low 73; Readings above 120 - 8, below 80 - 1. I note the lower average readings with a **15 point drop in her average glucose readings** and the reduction in the number of above normal (120) readings.

**Pat Ostrowski**  
Plover, WI

I'm in my early forty's and have been in pain every day for the last 6 years from an auto accident that damaged a disk in my lower back. My diabetes has slowly gotten out of control. Thanks to Ray Pleva and the Cerise® Total Body Rhythm Capsules, I feel much better. I have been able to stop most of my pain meds, my blood sugars have come down, I sleep better at night, have more energy in the day and overall just feel much better. Thanks again!!

**Sherry Durga**  
**Traverse City, MI**

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Due to an old shoulder injury about 15 years ago, I had limited range of motion in my right arm. I could not lift my arm above my shoulder. Every time I exercised the arm it became very sore and inflamed. This caused me to stop trying to strengthen my shoulder. This affected my complete being. I did not want to do much of anything physical. Then I found out about Cerise® Nutraceutical products. I started taking the Total Body Rhythm Capsules and applying the Joint & Muscle Comfort lotion, and then noticed my shoulder was feeling better.

My wife, Evelyn, had won several 1 hour sessions to *Trigger Boxing* and asked me to go along. Needless to say, I thought I would not be able to do much because of my shoulder. The first session was tough. We did many cardio vascular exercises and weight lifting and finally punching. I did OK, by working with little or no weight with my shoulder. I thought I would be dead the next day. To my surprise, I felt good the next day. The shoulder was sore, but manageable.

We have been going to the gym 2 or 3 times a week now for 11 months. I am lifting 100 lbs. in a military press – 3 sets of 10 reps. My life is completely changed now. I know for a fact the Cerise® Total Body Rhythm capsules and Joint & Muscle Comfort lotion made the difference in my ability to strengthen my shoulder and the rest of my body by keeping the swelling down. I use the Cerise® Joint and Muscle lotion on my knees and my hands after the strenuous boxing and leg exercises to keep them flexible and keep the swelling down. I also use the lotion on my legs where they used to get very dry. Thank you, Ray.

**Mike Richardson**  
**Traverse City, MI**

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I want you to know the significant improvement in reducing my migraine suffering that has occurred since using your Head & Body Comfort serum. My migraines began in 1987 when I suffered my first stroke. Over the next nearly 18 years, I pursued every option for possible relief I could find. After being treated by my regular physician, I then started treatments with a number of hospitals and pain clinics....

In March 2005, my husband met Ray Pleva and was offered a sample of a new lotion he had designed.... The day he brought the lotion home, I had been suffering a Level 10 headache for approximately five days. Amazingly, after applying the lotion to both temples, my forehead and the back of my neck, the headache was gone in about two hours.

Since March, my headaches are under control and my life is significantly improved. The lotion does not prevent a headache from occurring, but the severity of the pain is considerably less and can be eliminated in most cases by repeated applications of the lotion.

**Jean Marr**  
**Traverse City, MI**

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The Cerise® lotion for joints (Joint & Muscle Comfort) is amazing. If I have achy joints, I just rub on the lotion and within 20 minutes the pain is gone. I also gave samples to my mother who suffers with arthritis and she has found relief, too. My daughter-in-law's mother has tried the lotion and wants to know where she can purchase it. She said the relief was wonderful for her arthritic hands! I've used the Cerise® Head & Body Comfort serum for headache relief, and within 20 minutes after applying the lotion the headache was gone.

**Patricia K. Hobson**  
**Interlochen, MI**

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I had been treated over a two-year span by four different physicians for rosacea with absolutely no improvement. I used many washes, creams and took several antibiotics – one for six months! Nothing worked. After using your cream twice daily for about two weeks, my face just cleared right up. I have continued to use it for months now with very consistent results. It's magical, you are a genius, and from the bottom of my heart I can't thank you enough!

**Nonie Steele**  
**Traverse City, MI**

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I have suffered from chronic migraine and tension headaches since my teen years. Your Cerise® Therapeutic Head and Body Comfort lotion has brought me reliable relief. I have not had a full blown migraine since beginning using your Cerise® Nutraceuticals products. I continue to have headaches, but they are very manageable and no longer send me to a dark room in pain.

I am also using the Cerise® Joint and Muscle Comfort lotion. I use it on my jaw area and temples during the day and grinding at night. The results have been remarkable.

**Mary Rogers**  
**Traverse City, MI**

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After 24 years of getting five to six migraines a month, I have used many over-the-counter medicines which did not touch the pain, pain meds which only help to 'sleep' the headache off, and Imtrex [a prescription medication] which also has side effects. The Head & Body Comfort serum is the only thing that helps the pain. Please let as many migraine sufferers as possible try this product for themselves. It works without all the negative side effects of oral medication.

**Kathy Bussell**  
**Traverse City, MI**

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I am 15 years old and very active in all sports. I play hard and my body sweats a lot. For a long time, I would break out from shoulder to shoulder and down my back and on my face. My forehead was a mess. When I was going to a school dance a year ago, I was unhappy because I was all broken out. I tried a very popular acne treatment that is advertised nationally for a month or more and it actually made my skin worse. When I would try to use some kind of cover-up lotion, it would also make me break out.

My family's insurance didn't cover dermatologists so when my mom heard about these new products called Cerise®, she jumped at it. I started taking the Cerise® *Total Body Rhythm Capsules* and using the Cerise® *Facial Skin Solution*. Within two weeks I noticed a difference. Not only did my back start clearing up, but my monthly cramps and the break-out on my face that always came with it were getting much better. My prom this year was much nicer for me because my skin looked so much better. I've been using these products for nearly a year now and when I look like I'm going to run out, I'm right after my mom to get another bottle.

I would recommend the Cerise® products to any of my friends. The really do work!

**Kali Weber**  
**Kingsley, MI**

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Dear Mr. Pleva,

I have been an all-around gymnast for some time now and when you are a gymnast, you get terrible and gross looking rips on your hands from the bars. That is when the skin covering the calluses on your hands rips off. My feet get really dry and cracked too from using the chalk on my events. When I came home from the gymnastics camp that I attended this past summer, my hands and feet looked horrible and hurt from training, so my mom gave me a new lotion called Cerise Therapeutic Hand and Body Lotion to try for my rips and dry skin. The lotion really helped my rips heal much quicker and it has also helped me from getting new ones. The lotion is not greasy so I can put it on before I put the chalk on my hands and feet. The non-greasy texture of the lotion doesn't make my hands and feet slippery on my events. Therefore, I am able to use the lotion before I start my workouts and then my hands and feet don't get quite so dry. Since I started using the cherry lotion that my mom gave me to try, my hands and feet feel smoother and softer than they have in a lot of years, plus now I can focus on the routines and not how bad my hands hurt.

More recently, I have felt discomfort in my knees. When I went to the doctor's office, my doctor told me that I probably was feeling the effects of the constant pounding from the gym. Rather than stop going to the gym all together, I decided to take 2 of the Cerise 400 mg capsules per day and use the Joint and muscle lotion when my knees started to hurt really bad. This new routine has kept me going in the gym.

**Katie Brown**  
**Kingsley, MI**

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