



Baker Dillon Group LLC is a *Total Involvement Marketing*[™] communications firm providing brand commercialization, public relations and content development services.

We specialize in nutraceutical and food and beverage industry brand marketing. For more than 30 years, Baker Dillon Group has developed successful, award-winning marketing programs for national and international companies.

The added value of partnering with Baker Dillon Group is that the recommendations we will be creating will have strategic underpinnings that go beyond deadlines and creative specifications.

Please contact us at info@bakerdillon.com or +1.559.325.7191 to engage our expertise on your behalf.

DianaFood – Cerebelle™

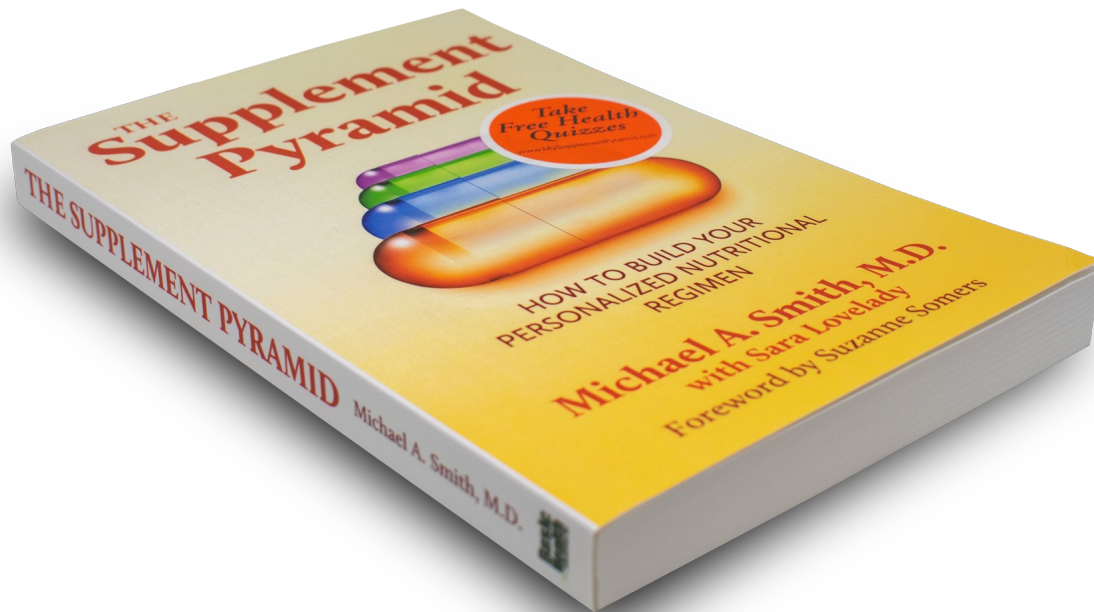


After creating the new Cerebelle™ brand name, logo and tagline, for DianaFood, BDG created the launch campaign. A pyramid-shaped box was designed, containing Cerebelle ingredient information. The pyramid was delivered to SupplySide West Las Vegas hotel guests and mailed to the prospective customer base to generate brand awareness and attract sales leads. A huge success!



For Tokyo, Japan-based J-Oil, Baker Dillon Group developed the brand name menatto™ and the vitamin K2 supplement ingredient logo and tagline, plus the launch of the company's global marketing and public relations campaign.

Life Extension – The Supplement Pyramid Book



“Let’s develop a book with health and wellness quizzes,” said Michael A. Smith, Director of Education for Life Extension. Under the direction of Sheldon Baker, a ghost-writer was hired, a publisher was secured and Hollywood celebrity Suzanne Somers wrote the forward for The Supplement Pyramid. Over a six-month period, Dr. Smith and Life Extension received over two million media impressions from combined television, radio and print publicity. Quizzes were available on the Life Extension website and a 12% increase in product sales were generated as a direct result of the book and quizzes through www.MySupplementPyramid.com.

The book sold out with its first printing and was translated into multiple languages for distribution in other countries where Life Extension products are sold.

Kyowa Hakko USA – Cognizin®

Cognizin™

For the evolution of your mind™



As an unknown company in the U.S., Kyowa Hakko, the Japanese ingredient powerhouse, turned to Baker Dillon Group for help getting recognition in the North American supplement industry. Baker Dillon Group strategy was to brand one of the company's proprietary citicoline ingredients and thus Cognizin™ was created. A logo, the “For the evolution of your mind™” tagline, memorable print ads such as the “Man with no pants” and “Feed Buck” combined with trade show promotion helped position Kyowa Hakko USA as the leader it has become today and the launch of six additional brands.



The follow-up brand to Cognizin™ was Setria™ glutathione. Baker Dillon Group designed the logo, Power to Protect tagline and numerous ads. Setria, along with Cognizin, have become two of the foremost ingredient brands in the supplement and food and beverage marketplaces.

Fuji Health Science – AstaReal®

We've Got Eye Fatigue All Wrapped Up
Take A Look At Our Science



Computer use, extensive driving and even watching TV can cause what we have all come to know as eye strain or tired eyes. Fuji Chemical Industry has completed seven clinical studies making it crystal clear to us that AstaREAL® astaxanthin can play a significant role in easing eye fatigue.

As a leading international ingredient manufacturer, Fuji Chemical Industry was the first to commercially produce and market natural astaxanthin. Fuji cultivates and produces AstaREAL® in both Hawaii and Sweden using a proprietary enclosed biosystem technology to ensure the highest level of purity and quality for your product formulation.

AstaREAL® is quickly becoming the brand recognized as The Astaxanthin of Choice™. Join us in bringing optimum eye health to your customer.

AstaREAL®
The Astaxanthin of Choice™

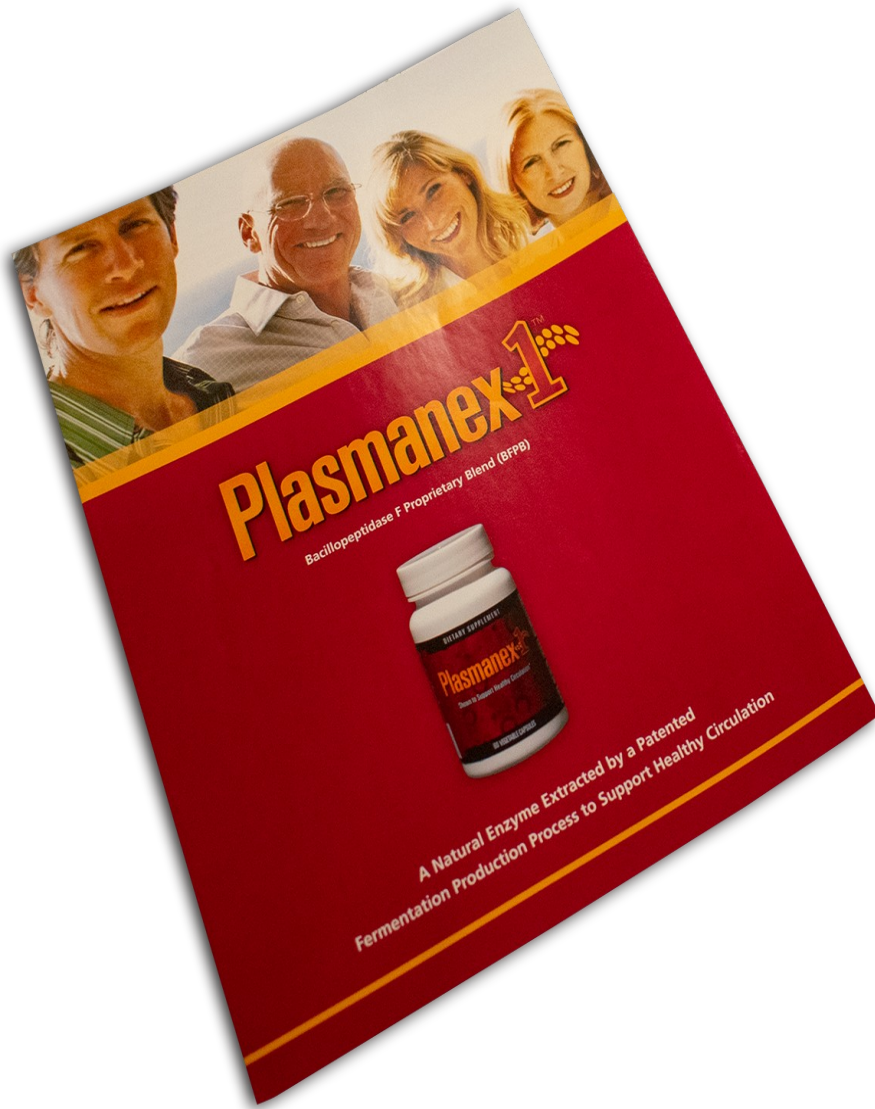
Extend your eye care line with AstaREAL®
☎ 877-FUJI-777
www.FujiHealthScience.com

FUJI
healthscience
A Subsidiary of Fuji Chemical Industry Co., Ltd.

These statements have not been evaluated by the FDA. This product is not intended to diagnose, treat, cure or prevent any disease.

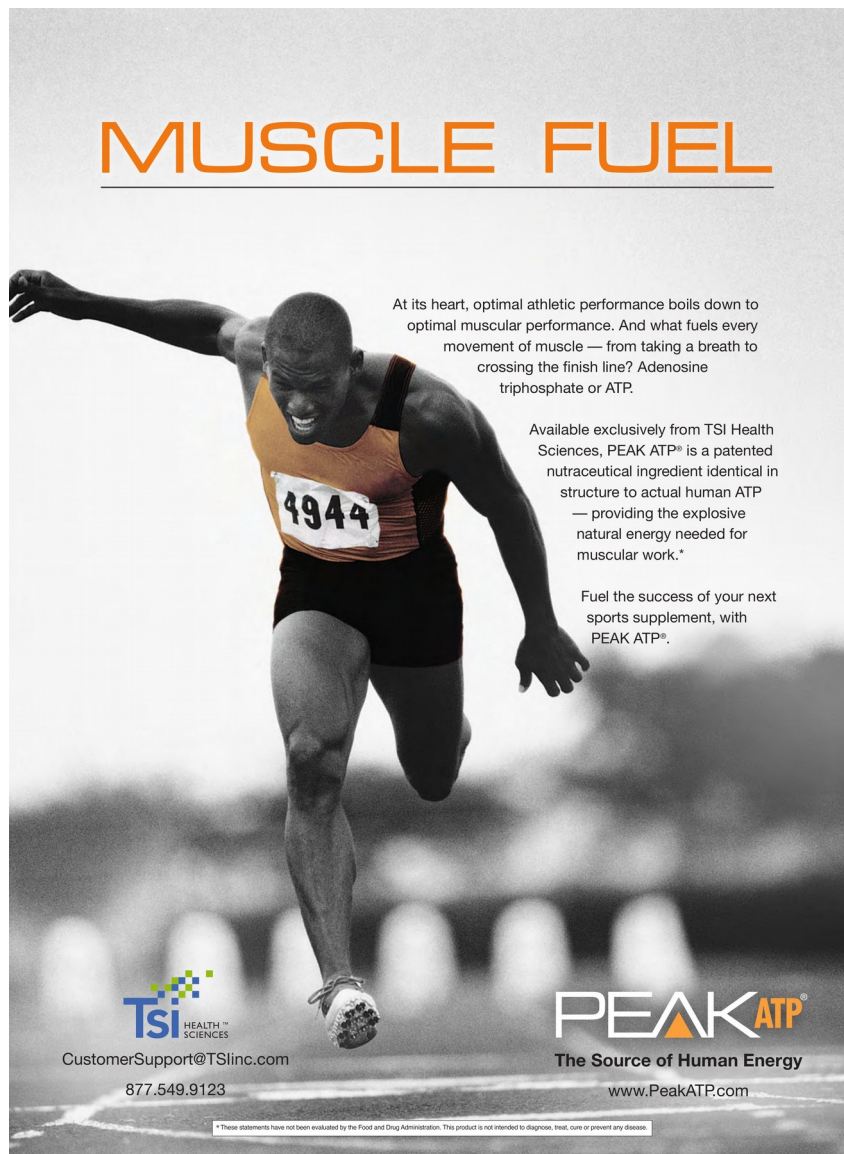
A most memorable ad developed to further introduce Fuji Health Science and astaxanthin to the supplement industry. The ad was accompanied by an industry public relations campaign.

Daiwa Health Development – Plasmanex1™



After the successful promotion of PeakImmune4™ and BRM4™, Baker Dillon Group developed the Plasmanex1™ brand, tagline and logo, label design and this full-color multi-page product brochure. Plasmanex1™ is one of Daiwa's premiere selling products in the health professional channel.

TSI Health Sciences – ATP



MUSCLE FUEL

At its heart, optimal athletic performance boils down to optimal muscular performance. And what fuels every movement of muscle — from taking a breath to crossing the finish line? Adenosine triphosphate or ATP.

Available exclusively from TSI Health Sciences, PEAK ATP® is a patented nutraceutical ingredient identical in structure to actual human ATP — providing the explosive natural energy needed for muscular work.*

Fuel the success of your next sports supplement, with PEAK ATP®.

TSI HEALTH™ SCIENCES
CustomerSupport@TSInc.com
877.549.9123

PEAK ATP®
The Source of Human Energy
www.PeakATP.com

* 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.

TSI introduced its patented sports supplement, Adenosine Triphosphate or ATP with the help of Baker Dillon Group creating the advertising campaign and new trade show booth featuring multiple images of athletes in action.

Polyphenolics – Vinox®



The new Vinox® brand for Polyphenolics was introduced by Baker Dillon Group. We wrote the white paper and created a high end design format.

Polyphenolics – MegaNatural-BP™



The branded ingredient from Polyphenolics was promoted with an advertising and public relations campaign, video promotion and this multi-page, full-color brochure.

Tadin Herb & Tea – Versana®



Baker Dillon Group developed the sales strategy to sell their proprietary tea line into all HEB grocery stores throughout Texas by creating an exclusive HEB brand. Under the direction of Karena Dillon, Baker Dillon Group created the sales tactics which included brand and package design concept which received immediate approval from HEB buyers for its approximately 300 statewide stores and continues to provide record sales.



Nature's Perfect Diet Ingredient™

CitriMax® literally has had a long shelf life. The original brand and marketing campaign was developed under the leadership of Sheldon Baker. The industry and national consumer marketing campaign that followed increased InterHealth revenues from \$1.5 million to \$20 million in approximately 12 months.