

## **Infinity2's whole-food nutritional supplements chosen as “#1 recommendation” for addition to Women, Infants & Children (WIC) program**

The Women, Infants & Children (WIC) program has helped millions of Americans meet their basic nutritional needs since its inception in 1974. Providing access to both free and low-cost foods and other nutritional basics, the program endeavors to ensure that low-income Americans have access to nutritious foods, information on healthy eating as well as referrals to quality health care. The WIC program has earned the reputation of being one of the most successful nutrition programs in the United States.

Ironically, WIC does not currently cover use of any nutritional supplements, but there is a grass roots effort underway to change that. An independent research organization located in Washington, DC is in the process of lobbying congress to get whole-food nutritional supplements added to the WIC program.

Over the last 2 years the organization has conducted an in-depth study of nutritional supplements from more than 700 different companies. At the conclusion of their research efforts products from Infinity2 were chosen as the organization's “number one recommendation” for addition into the WIC program. Infinity2 was informed that the demonstrated product efficacy, the fact that the products are recommended by over 4000 licensed health care practitioners, the exclusive use of all-natural, whole-food ingredients, and Infinity2's Chelate Activated Enzyme Delivery System (CAeDS<sup>®</sup>), a proprietary nutrient delivery system that guarantees delivery at the cellular level, were the primary factors in the decision.

The organization is now in the process of sharing its findings with Washington's decision makers. They have already met with a number of members of congress and a few senators, and the response has been very promising. Their hope is that one day soon WIC and other similar governmental programs will provide the necessary funding for at-risk, low-income Americans to be able to benefit from Infinity2's nutritional supplements.

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### **Q&A's about Infinity2 and the WIC program**

**Q:** Are Infinity2 products approved or covered by WIC?

**A:** No. WIC currently does not approve or cover the use of any nutritional supplements.

**Q:** How can I get more information about Infinity2's relationship with WIC?

**A:** There is no additional information, as no relationship has yet been established. At this point in time Infinity2 products are being recommended for

addition to the WIC program. No decision as to the acceptance or rejection of the recommendation has been made.

**Q:** I have a friend that qualifies to receive WIC benefits, how can I get her the Infinity2 products?

**A:** Once again, Infinity2 products are not covered by WIC, at least not yet.

**Q:** Who at WIC can I contact to learn more?

**A:** The vast majority of WIC's personnel aren't even aware of Infinity2, as the products have not yet been approved, and there is currently no program at WIC that covers nutritional supplements. Only a handful of the members of congress and a few specific senators who influence the WIC program are aware of the effort to get the products added as "WIC approved." Please, DO NOT contact any WIC office or employee at this juncture, as this could harm the ongoing efforts to get Infinity2 products added to the program.

**Q:** Can I contact the independent research organization for more information?

**A:** They have specifically requested that Infinity2 not publicly release their name or contact information at this time. This was requested because they felt that any publicity that may erroneously infer that their organization has already secured an agreement with WIC could jeopardize their potential to eventually do so.

**Q:** How did Infinity2 get considered for this?

**A:** Infinity2 was not aware that the research was happening until we were contacted and informed that we had been chosen as the "number one recommendation."