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September 23, 2004

Whey Low Update IV

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US Patent Issues

Our US patent application protecting Whey Low as a natural and healthful alternative to sugar was accepted by the US Patent and Trademark Office and issued as US Patent #6,777,397 last month. Now we have the protection of US patent law to prevent our products from unauthorized duplication. We have waited until this time to initiate a broad national marketing campaign to get Whey Low into the diet food, health food, gourmet and natural food stores that you frequent.

Quick Links...

Dear Lee Zehner,

Welcome to the fourth Whey Low (tm) newsletter. Our three-year-old, family-owned company, VivaLac® Inc., continues to grow rapidly thanks to you, our loyal customers. In this newsletter we offer significant news that will enable you to buy Whey Low (tm) products in your local stores within the next year or so. We also relate a new product offering that should be of interest and tell you about a great-tasting, low-carb flour replacement. And we describe a great recipe for low-carb chocolate chip cookies that taste exactly like the homemade cookies you are used to.

Whey Low's New Customers

There are now 20 retail stores and bakeries across North America that carry our products and baked goods using Whey Low products. You can see a list of these stores and bakeries by clicking on the link below. The same web page shows the half dozen excellent new products that incorporate Whey Low at this time. This web page will be updated as more customers come on board.

[Full List of Whey Low Customers](#)

Holiday Gift Sampler

Starting today, the Holiday Gift Sampler will be available at our website until the end of this year. The Holiday Gift Sampler is an assortment of the smallest quantity of each of our seven products: Whey Low Granular (1 lb), Whey Low Granular Packets (200 count), Whey Low Type D (1 lb) for

- [Order Whey Low Products Online Now](#) diabetics, Whey Low Gold (1 lb), Whey Low Powder (1 lb), Whey Low for Ice Cream (1 lb), and Whey Low Maple (1 lb). All of this is available online for 20% off the regular price and is ideal as a gift for a family member or friend.
- [Order Whey Low Gold Online Now](#)
- [Order Holiday Gift Sampler Online Now](#)
- [Order Chef's Blend Flour Online Now](#)

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Low Carb Diet Chef's New Low-Carb Flour

While you are enjoying the nutritional and taste advantages of Whey Low sweeteners, we suggest that you enhance further your cooking and baking experience by replacing regular flour one-for-one with Chef's Flour Blend, which gives you real-flour taste and results with 70% fewer net carbs, 27% fewer calories, more than 7 times the fiber, and more than 3 times the protein of most popular all-purpose flours. Or, you can select from Low Carb Diet Chef's prepared mixes using Whey Low sweeteners.

Low-Carb Chocolate Chip Cookie Recipe

Try a batch of these outstanding chocolate chip cookies.

[Details...](#)

Well, that's it for this update. Again, thank you very much for your business and support. Please don't hesitate to e-mail us with your comments and suggestions.

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