



Whey Low Update III

February 17, 2004

Dear Lee Zehner,

Welcome to the third Whey Low (tm) Newsletter. This update has some exciting and useful information that I know you will enjoy. That being said, I cannot begin without first expressing to you my sincere gratitude for both your business and your support. We are busier than ever, and we couldn't be where we are today if not for you. Thank you.

Whey Low Maple is here! You asked for it, and we worked diligently to develop an all-natural maple- flavored syrup that provides only $\frac{1}{4}$ of the carbohydrates and calories of regular maple syrup, without sacrificing the high-quality taste that we know you've come to expect from our line of Whey Low products. We were successful, and now you can finally enjoy your favorite pancakes or waffles smothered in hot, delicious, maple syrup. The best part is that you can do this guilt-free. So the next time you visit our website, don't forget to scroll down the products page to check it out. You'll be happy you did.

On a more serious note, diabetes is a growing problem in America. Having a diabetic family member, I understand the seriousness of the disease. So I try to stay on top of the latest diabetes research to pass on useful information to all our diabetic customers. Well, here's something interesting. According to a recent study at the Beltsville Human Research Center in Maryland, a type 2 diabetic may be able to decrease blood sugar, cholesterol (total and LDL), and triglyceride levels by adding as little as a quarter teaspoon of cinnamon to his or her daily diet. According to the study, cinnamon contains compounds that help make insulin more efficient, thus improving the hormone's ability to bring glucose to the cells that need it. Right now, the American Diabetes Association is also examining the powerful role cinnamon may play as a therapeutic agent for those suffering from type 2 diabetes. So keep your ears open, as I suspect we will all hear more on this subject in the future. My wife, Susan, has already begun her daily regimen of cinnamon. Her favorite is sprinkling Whey Low Type D and cinnamon on top of her oatmeal. So the next time you purchase Whey Low Type D, don't forget to pick up some cinnamon at your local grocery store.

When you visit our website, you will notice some significant changes. We listen to all of your suggestions and try to implement them. First, we heard

many of you wanting to purchase Whey Low in 5-pound bags. Well, now you can. Second, you will be thrilled when you see how we've changed our shipping policy. It is a way for us to say thank you to all our loyal Whey Low customers. Third, many people had trouble opening our canisters. No longer, since we have now done away with them. All in order to give you what you want, and at prices you can afford. Oh, and by the way, if you thought our current Whey Low Gold was good, you haven't seen anything yet. We are on the verge of making Whey Low Gold unlike anything in the market... real delicious, and moist, giving your baked goods the taste and texture you deserve. Keep your eyes open, because it will be here soon.

Well, that's it for this update. Again, thank you very much for your business and support. Please don't hesitate to e-mail me with your comments and suggestions. As promised, we will continue to work to serve you, our valued customer.

Best Regards,

Lee R. Zehner, Ph.D.
VivaLac® Inc.

email: lzehner@wheylow.com
voice: 888 639-8480
web: <http://wheylow.com>

VivaLac® Inc. • P.O. Box 264 • Ashton • MD • 20861

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