



**For Immediate Release**

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**Karma® Wellness Water Introduces  
A Shelf-Stable Probiotic  
Ready-To- Drink Beverage**

*Karma Wellness Water partners with Geneden Biotech,  
to include the patented probiotic GenedenBC<sup>30</sup>.*

**Pittsford, N.Y., February 25<sup>th</sup>, 2015**—Most pre-mixed probiotic beverages require refrigeration; and the efficacy of the probiotics diminishes over time. Karma Probiotics stores the probiotics and digestive nourishment in the cap until you release them. This assures greater stability, maximum benefit and no refrigeration required.

***The Importance of Probiotics***

Probiotic cultures are living microorganisms, known as “good bacteria,” that reside in the gut. 70% of the body’s immune system is connected to the digestive tract. Probiotics support your immune and digestive health, boost your metabolism, eliminate and cleanse toxins from the body, and aid in weight control.

***Introducing Karma Probiotics***

Karma Probiotics is a shelf-stable beverage. Two billion cultures are kept in the patented KarmaCap until you release the nutritious contents. Infusing the nutrition and probiotic cultures just prior to consumption optimizes the health benefits. The combination of GenedenBC<sup>30</sup> and the KarmaCap are more effective than probiotics consumed from yogurt. Simply peel, push and shake to infuse the probiotic nutrition into the water. To complement the probiotics, each bottle of Karma contains vitamins A, E and B Complex (B3, B5, B6 and B12). There are three refreshingly delicious varieties: Apple-Cinnamon, Blueberry-Lemonade and Berry-Cherry.



Through a process by Geneden Biotech, a best-in-class probiotic's company, the probiotic cultures form a protective spore that only germinate in optimal conditions. This puts the consumer in control. Upon pushing the KarmaCap, the cultures become immediately activated, able to survive the harsh stomach acids that kill most other probiotics, and ready to thrive when they reach your digestive system. Each 18-ounce bottle contains 2 billion cultures, only 20 calories, and is free of preservatives, gluten, and lactose.

### ***Patented GenedenBC<sup>30</sup>***

Karma Probiotics are made with the patented probiotic, GenedenBC<sup>30</sup>. The efficacy of GenedenBC<sup>30</sup> is backed by 20 peer-reviewed published studies. GenedenBC<sup>30</sup> is highly stable through processing, shelf life and stomach acids. Competing brands don't survive as well, and you may not get the health benefits you need. In an independent lab study of a simulated gastric environment with a pH of 2.0 for two hours, GenedenBC<sup>30</sup> delivered live cells ten times (10X) more effectively than common probiotic yogurt cultures. GenedenBC<sup>30</sup> is calorie-free, gluten-free, kosher, Halal A sustainable, naturally occurring, and non-GMO.

"Karma Probiotics is a game-changer with the hermetically sealed Karma Push Cap," said CJ Rapp, CEO and co-founder, Karma Culture LLC. Discussing the recently acquired partnership with Geneden Biotech.

### **About Karma Culture, LLC.**

Karma Culture LLC, based in Pittsford, N.Y., owns the patented KarmaCap design. Founded in 2011, the company's Karma<sup>®</sup> Wellness Water provides unprecedented levels of vitamins and nutrients in a mix-to-drink form. The line includes six functional varieties, each meticulously formulated to deliver distinct wellness benefits. Karma was born from the universal truth that if you do something positive, you'll get something positive in return. It meets the needs of people with active lifestyles who are looking to make good choices that will positively impact their health. For more information about Karma Wellness Water, visit [DrinkKarma.com](http://DrinkKarma.com).

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