

MXI Corp Independent Sales Representatives,

For centuries cocoa was revered as the main health food of the Mesoamerican continent. Its use was wide spread in preventing many illnesses and promoting health. Unfortunately the health benefits of cocoa were lost as it was dutched and sugar and fat were added to it making it a high-risk candy. In the last several years there has been a plethora of research conducted by reputable Universities demonstrating the health benefits of cocoa and dark chocolate. The results have been replicated numerous times in a variety of patients and situations. The cardiovascular benefits are well delineated with statistically significant results showing decreases in blood pressures, lipid levels, and platelet adhesions. Recent research shows increase in blood flow to the brain reducing dementia and strokes. There are results showing the main antioxidant in cocoa, epicatechin, being more effective for dental health than fluoride.

All the studies show positive results using a high-flavonoid cocoa with approximately 600 to 900mg of total flavonoids. There have been over 300 cocoa and dark chocolate studies conducted in the last 3-4 years with positive results. The reduction in oxidation and inflammation seems to be the main factor in promoting health. The key factor is that not all dark chocolate is created equal. In order to have the maximum results, the products need to be made with raw, high-flavonoid cocoa with low-glycemic sweeteners and healthy fats.

Recently there was a syndicated column by Dr. Peter Gott in many newspapers across North America. It amazes me, that for a supposedly well-educated physician, he did not do the required research before printing his opinion in a syndicated column on a subject about which he knows very little. In making sweeping generalized statements, Dr. Gott apparently does not have to be accountable for misleading statements. I tried to contact him through United Media, but never received a return phone call. He apparently does not have to be accountable for misleading statements. MXI Corp produces and distributes 6 products which contain cold-pressed, raw cocoa powder mixed with açai and blueberry powders and combined with low-glycemic sweeteners and cocoa butter. The Xoçai™ products are healthy chocolate products, which contain a minimum of 1,000mg of total flavonoids per daily-recommended serving. The Xoçai™ products have been tested by Brunswick Laboratories, an independent testing company, for their ORAC, epicatechin, catechin, and total flavonoid content. Xoçai™ products have been on the market for over 3 years in the US and selected International Countries.

Recently the University of Utah Cardiovascular Genetics Lab, a leading research group for lipid and diabetic pharmaceutical products, conducted a vanguard study of Xoçai™ Activ™. This study confirmed that the antioxidants from the cocoa, açai, and blueberry powders are being well absorbed and confirmed the research of other Universities that Xoçai™ lowers blood pressures, helps with diabetes, and assists with weight loss. The results are pending peer review journal submission at this time. Xoçai™ contains the highest quality of unprocessed dark chocolate with processing which prevents antioxidant and anti-inflammatory chemicals from losing their

success stories confirming the scientific studies on dark cocoa and the Xoçai™ chocolate products. If Dr. Gott had taken the time to “Google” MXI Corp/Xoçai™ and looked at a web page like www.mydrchocolate.com or countless other scientific chocolate web pages, he would have developed a more educated opinion about the health benefits of cocoa and dark chocolate.

MXI Corp/Xoçai™ is not a pyramid-selling business. It is a multi-level or network marketing corporation similar to the well-known companies like Mary Kay, Avon, Tupperware, Pampered Chef and many others. The profit margin, which retail stores make buying their products at wholesale and reselling them at retail, is the same principle under which multi-level marketing companies operate. The only difference is that the profit margin is not going into a corporation’s pocket, but rather into the hands of independent sales representatives who market the products. MXI Corp is producing high-quality, dark chocolate products, which independent sales reps are marketing. These independent sales reps are home-based businesses. It is disappointing that an uninformed physician would risk damaging the businesses of many individuals without doing sufficient “due diligence”. To state that the independent sales reps are dishonorable, financial entrepreneurs is preposterous. The ability of multi-level companies to take innovative products to market is undisputable. In addition, Xoçai™ independent sales reps are well educated on the health benefits of cocoa and dark chocolate and well educated on health principles. I dare say that the Xoçai™ independent sales reps and the MXI Corp medical advisors are much better educated about the health principles and benefits of healthy chocolate than Dr. Gott.

MXI Corp is a company dedicated to improving the quality of life of its customers. It has products, which are made of the highest quality, which are marketed with the highest ethical standards. I challenge Dr. Gott to spend more time in researching a subject before he puts forth his personal, unfounded opinions. United Media should also review their policies about allowing unsubstantiated facts to be published nationwide. Their negligence could have a damaging affect on the home-based businesses of many people in their own readership.

I would encourage MXI Corp independent sales reps to write to United Media at 200 Madison Avenue, New York, NY 10016 and demand a retraction from Dr. Gott, and an apology from both to the healthy-dark-chocolate lovers of the world. Dark chocolate in the right amount combined with increased activities and a balanced diet does provide an excellent source of antioxidants, anti-inflammatories, and vitamins and minerals.

Dr. “Gott” this one wrong.

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