**September 28, 2011**

**Essential Formulas Incorporated Addresses Radiation Concerns and Safety of Dr. Ohhira’s Probiotic Formulations**

***Sieverts (Sv) – a unit for an absorbed dose of radiation and measures the effect that dose will have on the cells of body. 1 Sievert = 1,000,000 Micro Sieverts***

Dr. Ohhira’s Probiotics are manufactured in Okayama, Japan, which is over 700 km (about 435 miles) from where the nuclear plant is located in Fukushima and has never at any time been affected by any concurrent radioactivity.

Masumi Ohhira, CEO of BIOBANK, CO. LTD., manufacturer of Dr. Ohhira’s Probiotics confirms there was never a concern of radioactive contamination. The paste used in the finished product that is currently being supplied to retailers was in fermentation vats three years prior to the accident. The product encapsulated after the accident has been stringently measured for radioactivity and continues to test negative.

Additionally, Dr. Ohhira’s facility has contamination meters on site that test the air daily and current levels as of **September 24, 2011** were the same as they were prior to the accident, 0.089 microsieverts.  This level is the same as found in the atmosphere on a normal day in Okayama.   For your reference, one radiation dosage when people take an x-ray of the stomach is approximately 600 microsieverts.

As of **September 24, 2011**, Okayama City where Dr. Ohhira’s manufacturing plant is located, registered the same high safety level that was present before the accident.

According to the recent test result, the air dose rate of radioactive substances in Okayama was 0.049 micro Sv/h. The ambient air around Fuji Capsule’s factory, where the product is encapsulated and finished, was 0.039 micro Sv/h, and the Kansai International Airport, where the product is transported, was 0.044 micro Sv/h.

Dr. Ohhira’s research facility and factory maintains *Good Manufacturing Practice* certification and routinely submits all products for independent testing to the Japan Food Research Laboratories.  The JFRL has always monitored levels of cesium-134, cesium-137, and iodine, which would indicate radioactive contamination and they will continue to do so as contingent on receiving certification. And as with previous test results, Dr. Ohhira’s products test completely negative for Iodine and Cesium.

When manufacturing commences for a new lot of probiotic paste, safety and viability will be the top priority and all variables will be taken into consideration, including the growing area for all the crops that go into manufacturing Dr. Ohhira’s formulations. Essential Formulas will continue to keep you apprised of any changes as they occur. Please feel free to contact us with any questions or concerns either by phone or email.

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Notes on Radiation:

**Reasons for a range of radiation values**

Radiation dosage varies daily. This is influenced when radioactive substances in the air fall near the surface of the ground from rainfall. On windy days, the substances on the ground get stirred up in the air and it can affect these levels.

For example, if you were to be exposed to 0.1 micro Sv/h of radiation for one year, it will be: 0.1x24h (1day) x 365 days = 876 micro Sv/year. A safe level by any standard.

The world average of annual environmental radioactivity that is said to be emitted from natural sources is 2,400 micro Sv.

**The influence of radiation from natural sources.**

Radioactive substances have been present in nature since before the nuclear accident. The following are the types of radiation present in nature.

* Radiation from the Earth’s interior
* Cosmic radiation
* Radioactive pollution from nuclear testing, etc.
* Radiation contained in rocks, etc. on the ground

In Okayama, Shizuoka and Osaka, the radiation values range from 0.036 to 0.0725 micro sv/h. There are a few areas in Japan where the radiation has always been more that 0.127 micro sv/h. This is due to the nature of the soil in these areas, which includes a high proportion of granite rocks. However, there have never been any health issues due to radiation levels in these areas.

Radiation Dose Chart – this is a very informative chart of the ionizing radiation dose a person can absorb from various sources in relation to direct exposure.

<http://xkcd.com/radiation>

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