

PRESS RELEASE

Of interest to editors and journalists covering:  
Health/Nutrition, Nutraceuticals, Ecommerce, Product Launches

Nutraceutical Leader Sterling Grant Laboratories Launches Nicotine Free  
NicCess Lozenges.

FAIRFIELD, NJ - December 31, 2004 /Send2Press Newswire/ -- Leading  
Nutraceutical manufacturer Sterling Grant Laboratories has entered the crowded  
smoke cessation market with a nicotine free lozenge, NicCess. The active  
ingredient in NicCess, Cesteminol 350, has been shown to be statistically  
effective in as little as 21 days and no later than 37 days.

Company V.P. of Marketing Dean Spinogatti said "This product is already  
getting interest from the large pharmaceutical companies. NicCess has two  
patents and one patent pending for nutrient delivery. This product flat out  
works and has the research to back it up!"

NicCess seems to be an excellent alternative to the nicotine containing  
products that are currently being marketed in this class. NicCess is simple to  
use and safe. All you have to do is replace one cigarette with one lozenge.

Sterling Grant will be marketing this product in multiple channels and  
distributing it in national chains by mid 2005. NicCess is currently available  
at NicCess.com and Nutrazone.net.

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