

EXHIBIT 3

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Health & Wellness[®] MAGAZINE

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Cancer Nutrition Drink is a Must Have

By Dr. Stan Headley

20-40% of cancer patients actually die from malnutrition (cachexia) and not cancer itself!

As a physician I am shocked and alarmed by that factual statistic. How can that be in this day and age of advanced medicine you might ask? The answer is simple - pharmaceutical companies have invested billions into advancing cancer medicines but medical nutrition for cancer patients has been massively neglected in comparison - until now.

I'm going to share two quick stories with you that at first will seem unrelated, but later they come together to change the world!

Story 1. Cancer is without a doubt the fight of your life, and it's the one fight that you didn't ask for. That was the case for my wife when she was diagnosed with stage III ovarian cancer 7 years ago. Right now is a good time to tell you that I am both dual credentialed as both an MD and a ND (Naturopathic Physician) with 24 years of nutritional medicine behind me. We fought the fight but I lost her to cachexia (severe weight loss) in the end - and thus began my mission to find a solution.

Story 2. The founder and CEO of an international pharmaceutical company (47 countries) received the news of his brother being diagnosed with throat cancer. His brother was young, tall and very handsome - but the fight he didn't seek came to him. He beat the cancer, but he lost the fight due to severe weight loss (cachexia) and passed away. This was a life-changing moment for the CEO and he vowed to change the world of cancer forever - and thus began his mission to find a solution. This is a good time to mention that the CEO's degree was in dietetics and he just happened to work with some of the world's best cancer experts.

Fate would bring myself and the CEO together and allow me to see things never done before in nutritional medicine which are giving cancer patients more than just a fighting chance! The must have product for cancer patients that was developed is called CellAssure. Cancer is one fight that you do not want to face alone, and CellAssure makes sure you have nutritional medicine fighting for you every single day from your day of diagnosis to the day you are cancer free!

CellAssure is a simple once a day drink created from direct requests by physicians, dietitians and patients battling cancer. CellAssure includes ingredients clinically proven to:

- Demonstrate Anti-Cancer / Anti-tumor effects
- Provide needed nutrition for cancer patients with zero sugar in formula
- Improve immune system response
- Maintain or increase appetite
- Increase LBM (lean body mass)
- Reduce stress / anxiety and lower cortisol levels
- Provide relief with nausea/vomiting and diarrhea
- Mitigate anemia and improve my liver function

Cancer is a multi-faceted disease that attacks the body in many ways causing multiple serious side effects, each which needs to be addressed strongly in order for the patient to maintain their health. CellAssure's mission is simple - keeping cancer patients as healthy as possible so their oncologist can kill their cancer with the least amount of side effects/health issues/problems.

Cancer weight loss is associated with poor outcomes for cancer patients—reduced response to therapy, reduced ability to deliver full doses of chemotherapy, stoppages of cancer therapies, increased toxicity, more complications and infections, lower quality of life, and reduced survival.

CellAssure gives patients the essential daily medical nutrition needed to maintain their bodyweight and allow their body to better withstand the rigors of cancer treatments. Remember - staying as healthy as possible allows you to fight cancer without having to stop critical oncology therapies and protocols.



Proper identification of nutrition problems and treatment of nutrition-related symptoms have been shown to stabilize or reverse weight loss in 50% to 88% of oncology patients.

When do I start taking CellAssure?

While most people think that their 'Day of Diagnosis' is when their battle with cancer begins - we know better. The fact is on the 'Day of Diagnosis' their body has already been compromised by the cancer and their nutritional challenges have already started. Cancer has already started waging war and the need for additional nutritional medication is now. It is recommended that you start taking CellAssure from your day of diagnosis forward. Proper nutrition is something helpful regardless of where you are in the cancer process. Of course following a healthy diet along with CellAssure makes the most sense and your healthy eating should continue even after you've won your battle against cancer!

CellAssure is scientifically formulated to help "Fuel the Fight Against Cancer". CellAssure delivers on a level that brings smiles to patients, their families, as well as the physicians taking care of them - and as cancer patients we need a reason to smile. We need a reason to believe that we can overcome, conquer and beat cancer head on.

CellMark Biopharma™ is the leader in advanced medical nutrition for all cancer patients offering science-based products for cancer nutrition/cachexia (CellAssure), and chemo brain (Cognify) which are physician and pharmacist recommended.

For more information visit:
CellMarkBiopharma.com or call **888-444-7992**.