

VITACUBE SYSTEMS HOLDINGS INC
 Form 424B4
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 Registration File No. 333-121063**

PROSPECTUS

1,500,000 Units

**each unit consisting of two shares of common stock, one redeemable Class A
 public warrant and one redeemable Class B public warrant**

This is a public offering of securities of VitaCube Systems Holdings, Inc. Our securities are being offered in units, each unit consisting of two shares of our common stock, one Class A public warrant to purchase one share of our common stock and one Class B public warrant to purchase one share of our common stock. The common stock and Class A and Class B public warrants offered by this prospectus will initially trade as a unit, until separated, at which time they will each trade separately. Prior to this offering, no public market existed for the units, or for the Class A or Class B public warrants. The public offering price per unit is \$6.15, consisting of \$6.00 attributable to the common stock, \$.10 per Class A public warrant and \$.05 per Class B public warrant.

Before this offering our common stock traded on the National Association of Securities Dealers Over-the-Counter Bulletin Board under the symbol "VCUB.OB." Immediately after effectiveness of this offering, our common stock, units and Class A and Class B public warrants have been approved for listing on the American Stock Exchange under the symbols "PRH," "PRH.U," "PRH.WS.A" and "PRH.WS.B," respectively.

Investing in the securities offered by this prospectus involves significant risks. We urge you to read carefully the "Risk Factors" section beginning on page 8 where we describe specific risks you should consider before buying these units.

Neither the Securities and Exchange Commission nor any state securities commission has approved or disapproved of these securities or passed upon the adequacy or accuracy of this prospectus. Any representation to the contrary is a criminal offense.

	Per Unit	Total
Public offering price	\$6.15	\$9,225,000
Underwriting discount	\$.43	\$645,750
Proceeds to us, before expenses(1)	\$5.72	\$8,579,250

(1) We expect total cash expenses for this offering to be approximately \$550,000. This does not include (i) a \$276,750 non-accountable expense allowance of 3% of the gross proceeds of this offering (not including proceeds from units sold as part of the underwriters' over-allotment, if any); and (ii) a financial advisory agreement with the representative of the underwriters for a period of 12 months commencing on the date of the closing of the offering for a fee of \$8,000 per month, or an aggregate of \$96,000.

The units are being offered on a firm commitment basis. The underwriters expect to deliver the units to purchasers on April 8, 2005. We have granted the underwriters a 45-day option to purchase up to 225,000 additional units to cover over-allotments. We have also agreed to sell to the representative underwriters' warrants to purchase up to 300,000 shares of common stock, 150,000 Class A public warrants and 150,000 Class B public warrants.

THE SHEMANO GROUP

S.W. BACH & COMPANY

NEIDIGER TUCKER BRUNER INC.

Prospectus dated April 5, 2005.

YOUR RELIANCE ON INFORMATION CONTAINED IN THIS PROSPECTUS

We have not authorized anyone to provide you with information different from that contained in this prospectus. These securities may be sold only in jurisdictions where offers and sales are permitted. The information contained in this prospectus is accurate only as of the effective date of this offering, regardless of the time of delivery of this prospectus or of any sale of the securities. You must not consider that the delivery of this prospectus or any sale of the securities covered by this prospectus implies that there has been no change in our affairs since the effective date of this offering or that the information contained in this prospectus is current or complete as of any time after the effective date of this offering.

PROSPECTUS SUMMARY

You should read the following summary together with the more detailed information regarding us and the securities being offered for sale by means of this prospectus and our financial statements and notes to those statements appearing elsewhere in this prospectus. The following summary highlights information contained elsewhere in this prospectus. Unless the context indicates otherwise, all references in this prospectus to "we," "our," "us" or the "Company" refer to VitaCube Systems Holdings, Inc., and its subsidiaries, VitaCube Systems, Inc. ("V3S"), a Colorado corporation that was acquired by us in a stock-for-stock exchange in June 2003, and VitaCube Network, Inc., a Colorado corporation formed as our network marketing subsidiary in July 2003.

Our Business

We develop, sell, market and distribute nutritional supplement products primarily through direct sales or network marketing in which independent distributors sell our products, as well as purchase them for their own personal use. We also sell our products directly to professional and Olympic athletes and to professional sports teams.

Our independent distributors are encouraged to build a sales organization consisting of customers and other independent distributors that they recruit and enroll with us. The new independent distributors and customers are classified as part of the recruiting independent distributor's sales network in that distributor's "downline" organization.

Our network marketing program is designed to provide incentive for independent distributors to build, maintain and motivate a sales organization of customers and other independent distributors to enhance their earning potential. Our independent distributors are compensated with commissions and bonuses on sales generated through their downline organization.

Our product lines consist of two powdered beverages, 12 individual supplements packaged in our VitaCube®, and four supplements sold separately. Our VitaCube® is an easy to use, compartmentalized box with instructions for which supplements to take and the proper times to take them.

Our products were formulated for use by professional and Olympic athletes, with sales beginning in the third quarter of 2001. In 2002, we marketed our products to consumers through retail outlets and in-house telemarketing. In the third quarter of 2003, we refocused our marketing plan to concentrate on direct marketing while continuing to sell our products directly to professional and Olympic athletes and to professional sports teams.

Risk Factors

Investing in the securities offered by this prospectus involves a high degree of risk, including:

we have incurred significant operating losses since inception and may never achieve profitability;

our independent auditor's report on our most recent audited financial statements contained an explanatory paragraph expressing doubt about our ability to continue as a going concern;

our direct sales program through independent distributors is new and unproven;

our success will depend to a large degree on our ability to attract and maintain productive independent sales distributors;

our reserve for product returns may not be sufficient if we have significant product returns;

we rely on third parties for production of our products;

we are dependent on our senior management and skilled employees; and

we face intense competition and new products may render our products obsolete.

As an investor, you should be able to bear a complete loss of your investment. You should carefully consider the information set forth in the "Risk Factors" beginning on page 8 of this prospectus.

Our Business Strategy

Our business strategy is centered on adding independent distributors, increasing the number of professional athletes endorsing our products to enhance our brand and developing additional products. We believe this plan should result in increased sales of our products. In the event our business plan is successful in the U.S., we would expect to expand our business to international markets. We are focusing on the following three key strategies:

Add Proven Sales Leaders. We plan to use a portion of the net proceeds from this offering to continue to recruit experienced sales leaders that can attract and train significant numbers of new independent distributors. In 2004, we entered into agreements with three sales leaders, each with more than 10 years of direct selling experience.

Add New Endorsers. We are seeking to add new endorsers in sports such as basketball, golf and NASCAR auto racing, all of which have a significant number of fans which we believe will be receptive to our products. We also believe that our endorsers in these sports will be beneficial to us in recruiting new independent distributors.

Develop New Products. In 2005, we plan to introduce two to four new products including a healthy "instant food" product and healthy snack to complement our current products.

Our Competitive Strengths

We believe our core strengths are in five areas: brand position, product offerings, selling system, operational infrastructure and corporate management.

Brand Position. We believe that endorsements by professional and Olympic athletes help establish our brand with nutritional supplement consumers. We have entered into endorsement contracts with athletes in football, baseball, hockey, lacrosse, skiing, snowboarding, golf and track and field.

We compensate several well-known sports celebrities through discounted product prices, cash and stock options in exchange for the use of their testimonials, photographs and video footage in our marketing materials and website. Some of our celebrity endorsers include:

Mike Shanahan (football): Head Coach, Denver Broncos five Super Bowl teams;

Randy Johnson (baseball): Pitcher, New York Yankees four-time Cy Young Award Winner and 2001 World Series Co-MVP;

Mike Alstott (football): Fullback, Tampa Bay Buccaneers four-time Pro Bowl selection;

John Lynch (football): Safety, Denver Broncos six-time Pro Bowl selection;

Gary Gait (lacrosse): Forward, Colorado Mammoth six-time National Lacrosse League MVP; and

Megan Addy (track and field): world-ranked 400-meter hurdler.

While these endorsers use and endorse our products, no endorsement by any of them as to the merits of the securities offered by this prospectus should be inferred.

Product Offerings. The formulations of our products are based on publicly available scientific research. Key attributes of our products are:

the ingredients are combined in a manner so that their effectiveness is not impaired;

the products do not contain adulterated ingredients such as ephedra, creatine, androstenedione, aspartame, steroids or human growth hormones; and

the tablets, capsules and soft gels are designed to dissolve readily to facilitate absorption.

Simple Selling System. Our products are marketed through a simple three-step system to quickly and consistently recruit new independent distributors and customers. First, we invite people to learn about our Company and sample our products. Second, we educate potential new customers and distributors. Third, we use our experienced independent distributors to assist prospects in deciding what products to purchase and how to become an independent distributor.

Operational Infrastructure. We believe we can significantly expand our business without substantial additional investment in infrastructure. We incur minimal incremental costs with each added distributor or customer. We utilize our Internet operations to enable online ordering of our products, to enroll new distributors and customers, and to broadcast our training program for new independent distributors.

Corporate Management. Collectively, our management team and board of directors have worked for many years for start-up growth companies, leading direct selling companies and for leading nutritional supplement companies.

Corporate Structure and Information

We were incorporated on January 9, 2001, under the name "Instanet, Inc." Instanet was originally formed to provide Internet funds transfers, but had no operating revenues and was a development stage company. In June 2003, Instanet acquired V3S, a Colorado corporation formed in October 2000, in a stock-for-stock exchange. In the transaction, all of the stock of V3S was exchanged for 2,714,403 shares of common stock of Instanet, then representing a 90% ownership interest. After the exchange, V3S became a wholly-owned subsidiary of Instanet, V3S's management became management of Instanet and Instanet changed its name to VitaCube Systems Holdings, Inc. The description of our historical business describes the business conducted by V3S. Instanet discontinued its business prior to the stock-for-stock exchange.

We maintain our principal executive offices at 480 South Holly Street, Denver, Colorado 80246, and our telephone number is (303) 316-8577. Our website is located at <http://www.v3s.com>. The information on our website does not constitute part of this prospectus.

The Offering

Units offered in this offering	1,500,000 units, each unit consisting of two shares of our common stock, one Class A public warrant to purchase one share of our common stock and one Class B public warrant to purchase one share of our common stock. The Class A and Class B public warrants will trade only as part of a unit for 45 days following the date of this prospectus unless the representative of the underwriters determines that separate trading of the public warrants should occur earlier.
Common stock to be outstanding after this offering	9,534,043 shares. This number does not include: <ul style="list-style-type: none"> 3,000,000 shares underlying the Class A public warrants and the Class B public warrants offered by this prospectus; 500,000 shares underlying Class A and Class B public warrants to be issued to certain of our stockholders in connection with this offering; 450,000 shares of common stock reserved for issuance upon exercise of the underwriters' over-allotment option; 450,000 shares of common stock underlying the Class A public warrants and Class B public warrants which may be issued in connection with the underwriters' over-allotment option; 300,000 shares of common stock reserved for issuance upon exercise of the representative's warrants; 300,000 shares of common stock underlying the Class A and Class B public warrants which may be issued in connection with the representative's warrants; and 2,072,124 shares of common stock underlying currently outstanding warrants and stock options with an average exercise price of \$3.44 per share.
Class A and Class B public warrants to be outstanding after this offering	1,500,000 Class A public warrants to purchase up to 1,500,000 shares of common stock and 1,500,000 Class B public warrants to purchase up to 1,500,000 shares of common stock issued in this offering, as well as an additional 250,000 Class A and 250,000 Class B public warrants to certain of our stockholders to be issued in connection with this offering excluding warrants issuable in connection with the underwriters' over-allotment option and the representative's warrants.
Term of Class A and Class B public warrants	Commencing on the date the public warrants become separately tradeable and thereafter for five years after the date of this prospectus unless earlier redeemed.

Exercise price of Class A public warrants \$4.50 per warrant, subject to adjustment, including anti-dilution provisions for corporate events such as stock splits.

Exercise price of Class B public warrants \$6.00 per warrant, subject to adjustment, including anti-dilution provisions for corporate events such as stock splits.

Redemption of Class A public warrants At any time after the first anniversary of the date of this prospectus, we may redeem some or all of the Class A public warrants at a price of \$0.01 per public warrant, upon 30 days' notice so long as the last reported sales price of the common stock as reported by the principal exchange or trading market on which our common stock trades equals or exceeds \$6.75 (subject to certain adjustments) for 20 consecutive trading days ending on the third day prior to the day on which notice is given.

Redemption of Class B public warrants At any time after the first anniversary of the date of this prospectus, we may redeem some or all of the Class B public warrants at a price of \$0.01 per public warrant, upon 30 days' notice so long as the last reported sales price of the common stock as reported by the principal exchange or trading market on which our common stock trades equals or exceeds \$9.00 (subject to certain adjustments) for 20 consecutive trading days ending on the third day prior to the day on which notice is given.

American Stock Exchange Symbols
 Common stock: "PRH"
 Units: "PRH.U"
 Class A public warrants: "PRH.WS.A"
 Class B public warrants: "PRH.WS.B"

Use of proceeds We intend to use the net proceeds from this offering, including any proceeds received upon exercise of the over-allotment option, for marketing and promotions, incentives to attract experienced sales leaders, product development and inventory, capital expenditures, general and administrative expenditures, repayment of short-term debt and for working capital. See "Use of Proceeds."

250,000 Class A public warrants and 250,000 Class B public warrants to be issued to certain of our stockholders

Upon completion of this offering, we have agreed, subject to certain conditions, to issue to certain of our stockholders 250,000 Class A public warrants and 250,000 Class B public warrants in consideration of their agreements not to sell 1,630,943 shares of common stock, 433,380 warrants to purchase common stock and 433,380 shares of common stock underlying the warrants until the earlier of 12 months from the closing of this offering or the average of the last reported sales price of our common stock equals or exceeds \$6.00 for 20 consecutive trading days. We expect to register the public offer and resale of these warrants by the securityholders when the Class A and Class B public warrants offered by this prospectus trade separately.

Unless the context indicates otherwise, all share and per-share information in this prospectus:

is based on 6,534,043 shares of our common stock outstanding as of the date of this prospectus;

assumes no exercise of the Class A or Class B public warrants, including the 250,000 Class A public warrants and the 250,000 Class B public warrants to be issued to certain stockholders of the Company in connection with this offering;

assumes no exercise of the underwriters' over-allotment option to purchase up to 225,000 units;

assumes no exercise of the representative's warrants to purchase 300,000 shares of common stock, 150,000 Class A public warrants and 150,000 Class B public warrants;

assumes no exercise of any of our outstanding options and warrants to acquire 2,072,124 shares of our common stock; and

gives retroactive effect to a 1-for-5 reverse split of our common stock we consummated on December 8, 2004 but does not give effect to any other reverse stock split we may effect prior to this offering.

SUMMARY FINANCIAL INFORMATION

In the table below, we provide you with historical selected consolidated financial data as of December 31, 2003 and 2004 and for each of the years then ended, derived from our audited consolidated financial statements included elsewhere in this prospectus. Historical results are not necessarily indicative of the results that may be expected for any future period. When you read this historical selected financial data, it is important that you read along with it the historical consolidated financial statements and related notes and "Management's Discussion and Analysis of Financial Condition and Results of Operations" included elsewhere in this prospectus.

	Year Ended December 31, 2003	Year Ended December 31, 2004
Statements of Operations Data:		
Net sales	\$ 1,211,402	\$ 803,640
Cost of goods sold	625,976	281,341
Operating expenses	2,629,544	2,740,117
Other expenses (interest)	225,075	296,181
Net loss	(2,267,533)	(2,513,999)
Per Common Share Data:		
Basic and Diluted loss per share	\$ (.77)	\$ (.44)
Weighted Average Shares of Common Stock Outstanding:		
Basic and Diluted	2,952,907	5,716,404

	December 31, 2004	
	Actual	As adjusted
(unaudited)		
Balance Sheet Data:		
Current assets	\$ 705,767	\$ 8,362,267
Total assets	1,124,163	8,780,663
Current liabilities	611,398	611,398
Long-term debt and other liabilities		
Stockholders' equity (deficit)	512,765	8,169,265
Accumulated deficit	(7,564,955)	(7,564,955)

RISK FACTORS

Investment in our securities involves a high degree of risk. You should carefully consider the risks described below together with all of the other information included in this prospectus before making an investment decision. If any of the following risks actually occurs, our business, financial condition or results of operations could suffer. In that case, the trading price of our securities could decline, and you may lose all or part of your investment.

We have a history of operating losses and a significant accumulated deficit, and we may never achieve profitability.

We have not been profitable since inception in 2001. We had a net loss of \$2,267,533 for the year ended December 31, 2003, and a net loss of \$2,513,999 for the year ended December 31, 2004. At December 31, 2004, we had an accumulated deficit of \$7,564,955. We may never achieve or maintain profitability. Our ability to achieve and maintain a profit is dependent upon our attracting and maintaining a large base of independent distributors who generate significant sales.

Assuming successful completion of this offering, we expect to incur operating losses for at least the next 12 to 18 months, depending primarily on our sales levels. We will incur significant expenses in seeking to expand our sales, including marketing and promotional expenditures directed at increasing consumer awareness of our products, differentiating our products from competing products, and building a productive direct sales force. We expect to use up to \$4.0 million of the net proceeds of this offering for these purposes, including up to \$1.2 million in incentives to attract and retain experienced sales leaders. We cannot assure you that we will be successful in expanding our sales or in achieving profits.

We may be unable to continue as a going concern in which case our securities will have little or no value.

Our independent auditors have noted in their reports concerning our financial statements as of December 31, 2004 and 2003, that we have incurred substantial losses since inception and at December 31, 2004 and December 31, 2003, our current liabilities exceeded our current assets, which raised substantial doubt about our ability to continue as a going concern. In the event we are not able to continue operations you will likely suffer a complete loss of your investment in our securities. See the auditors' reports on our consolidated financial statements elsewhere in this prospectus.

Because our working capital requirements have been and will continue to be significant, we may need funds in addition to the net proceeds of this offering in the future or we would not be able to continue to operate our business. If our business fails, then you could lose your entire investment.

Upon completion of this offering, we expect that our available funds will be sufficient to meet our anticipated capital needs for 12 to 18 months, depending primarily upon our sales levels. If our assumptions are incorrect we would require additional capital beyond the cash generated from our operations, and we would need to seek additional financing. We cannot assure you that we would be able to obtain additional financing on acceptable terms, or at all. Our failure to obtain financing when needed could force us to reduce or terminate operations which would lower or eliminate revenues, which would severely jeopardize our ability to stay in business.

Any future financing we may obtain could impose operational and financial restrictions on us and reduce your percentage equity interest in our Company.

Our working capital needs will continue to be significant and, depending primarily on our sales levels, we may need funds in addition to the net proceeds of this offering. To meet our working capital

needs we may enter into financing arrangements. Any financing arrangements may impose significant financial and operational restrictions on us and dilute your equity interest in our Company. We cannot assure you that we will be able to enter into future financing on terms acceptable to us.

Our limited operating history and recent change in marketing strategy make it difficult to evaluate our prospects.

We have a limited operating history on which to evaluate our business and prospects. Our products were formulated in 2000 and 2001, and we began selling our products to the general public in early 2002. In late 2003, we began to refocus our sales and marketing efforts on direct sales of products through our network of independent distributors. There is no assurance that we will achieve significant sales as a result of this new strategy. Our revenue for the year ended December 31, 2004 decreased by 34% compared to the 2003 due in large part to the start up efforts relating to our direct sales program. There is no assurance that we will achieve significant sales as a result of our new marketing strategy.

We also may not be successful in addressing our operating challenges such as establishing a viable network of independent distributors, developing brand awareness and expanding our market presence. Our prospects for profitability must be considered in light of our evolving business model. These factors make it difficult to assess our prospects.

Our failure to recruit, maintain and motivate a large base of productive independent distributors could limit our ability to generate revenues.

To increase revenue, we must increase the sales and recruiting productivity of our independent distributors. We cannot assure you that we will be successful in recruiting and retaining productive independent distributors, particularly since direct sales organizations usually experience high turnover rates of independent distributors. Our independent distributors can terminate their relationships with us at any time. The distributors also typically work on a part-time basis and may engage in other business activities, which may reduce their efforts for us.

In recruiting and keeping independent distributors, we will be subject to significant competition from other direct sales organizations, both inside and outside our industry. Our ability to attract and retain independent distributors will be dependent on the attractiveness of our compensation plan, our product mix, and the support we offer to our independent distributors. Adverse publicity concerning direct sales marketing and public perception of direct selling businesses generally could negatively affect our ability to attract, motivate and retain independent distributors.

Based on our knowledge of the direct selling industry, we anticipate that our independent distributor organization will be headed by a relatively small number of key independent distributors who together with their downline network will be responsible for a disproportionate amount of revenues. We believe this structure is typical in the direct selling industry, as sales leaders emerge in these organizations, and it is the current situation with us. The loss of key independent distributors will adversely affect our revenues and could adversely affect our ability to attract other independent distributors, especially if an independent distributor takes other independent distributors of ours to a competitor or to any other organization.

A change in the amount of compensation paid to our independent distributors could reduce our ability to recruit and retain them and to realize a profit.

We expect that one of our significant expenses will be payment of compensation to our independent distributors. This compensation includes commissions, bonuses, awards and prizes. From the date we changed our sales method to direct sales through independent distributors, August 1, 2003, through December 31, 2004, compensation paid to our independent distributors represented 29% of

our total network marketing revenues. We may change our independent distributor compensation plan in seeking to better manage these incentives, to monitor the amount of independent distributor compensation paid and to prevent independent distributor compensation from having a significant adverse effect on our revenues. Changes to our independent distributor compensation plan may make it difficult for us to recruit and retain qualified and motivated independent distributors. We do not have any current plans to change our distributor compensation plan.

We are not in a position to exert the same level of influence or control over our independent distributors as we could if they were our employees, and we may be subject to significant costs and reputational harm in the event our independent distributors violate any laws or regulations applicable to our operations.

Our independent distributors are independent contractors and, accordingly, we are not in a position to provide the same level of control and oversight as we would if independent distributors were our employees. While we have implemented independent distributor policies and procedures designed to govern independent distributor conduct and to protect our goodwill, there can be no assurance that our independent distributors will comply with our policies and procedures. Violations by our independent distributors of applicable law or of our policies and procedures dealing with customers could reflect negatively on our products and operations and harm our business reputation. To date, we have not experienced any significant problems affecting our products, operations or business reputation caused by distributor violations of our policies and procedures.

In addition, extensive federal, state and local laws regulate our direct selling program. The Federal Trade Commission ("FTC") or a court could hold us liable for the actions of our independent distributors. The FTC could also find us liable civilly for deceptive advertising if health benefit representations made by our independent distributors are not supported by competent and reliable scientific evidence. If any of these representations made by our independent distributors were deemed fraudulent, the FTC could refer the matter to the Department of Justice for criminal fraud prosecution. Also, the Food and Drug Administration ("FDA") could seek to hold us civilly and criminally liable for misbranding, for adulteration, or for sale of an unapproved new drug if an independent distributor were to make false or misleading claims, sell a product past its shelf life, or represent that any of our products were intended for use in the cure, treatment, or prevention of a disease or health-related condition. While we train our independent distributors and attempt to monitor our independent distributors' marketing claims and sales materials, we cannot ensure that all of these materials comply with applicable law.

Our direct selling program through independent distributors could be found not to be in compliance with current or newly adopted laws or regulations, which could subject us to increased costs and reduced distributor participation in sales efforts, and our revenues would decrease significantly.

Our direct marketing program could be found to violate laws or regulations applicable to direct selling marketing organizations. These laws and regulations generally are directed at preventing fraudulent or deceptive schemes, often referred to as "pyramid" or "chain sales" schemes, by ensuring that product sales ultimately are made to consumers and that advancement within an organization is based on sales of the organization's products rather than investments in the organization or other non-retail sales-related criteria. The regulations concerning these types of marketing programs do not include "bright line" rules and are inherently fact-based. Thus, even in jurisdictions where we believe that our direct selling program is in full compliance with applicable laws or regulations governing direct selling programs, we are subject to the risk that these laws or regulations or the enforcement or interpretation of them by governmental agencies or courts can change. The failure of our direct selling program to comply with current or newly adopted laws or regulations could result in costs and fines to

us and make our independent distributors reluctant to continue their sales efforts, which would reduce our revenues significantly.

We are also subject to the risk of private party challenges to the legality of our direct selling program. Direct selling programs of some other companies have been successfully challenged in the past. The challenges centered on whether the marketing programs of direct selling companies are investment contracts in violation of applicable securities laws and pyramid schemes in violation of applicable FTC rules and regulations. These challenges have caused direct selling companies to focus greater attention on generating product sales to non-participants or non-distributors. Direct selling companies have addressed these issues by promoting retail sales incentives, tying sales commissions more directly to retail sales and reclassifying those persons who enroll as distributors but do not make sales to other persons as retail customers. An adverse judicial determination with respect to our direct selling program, or in proceedings not involving us directly but which challenge the legality of direct selling systems, could have a material adverse effect on our sales efforts, leading to lower revenues. To date, we have not been subject to any adverse judicial determination with respect to our direct selling program.

We may be held responsible for taxes or assessments relating to the activities of our independent distributors resulting in greater costs to us.

We treat our independent distributors as independent contractors and do not pay social security or similar taxes with respect to compensation paid to them. In the event that we are required to treat our independent distributors as employees, rather than independent contractors, we may be held responsible for social security and related taxes, plus any related assessments and penalties, which could significantly increase our operating costs.

We are affected by extensive laws, governmental regulations, administrative determinations, court decisions and similar constraints which can make compliance costly and subject us to enforcement actions by governmental agencies.

The formulation, manufacturing, packaging, labeling, holding, storage, distribution, advertising and sale of our products are affected by extensive laws, governmental regulations and policies, administrative determinations, court decisions and similar constraints at the federal, state and local levels. There can be no assurance that we or our independent distributors will be in compliance with all of these regulations. A failure by us or our distributors to comply with these laws and regulations could lead to governmental investigations, civil and criminal prosecutions, administrative hearings and court proceedings, civil and criminal penalties, injunctions against product sales or advertising, civil and criminal liability for the Company and/or its principals, bad publicity, and tort claims arising out of governmental or judicial findings of fact or conclusions of law adverse to the Company or its principals. In addition, the adoption of new regulations and policies or changes in the interpretations of existing regulations and policies may result in significant new compliance costs or discontinuation of product sales and may adversely affect the marketing of our products, resulting in decreases in revenues.

The FDA regulates our products and our product labeling. Among other matters the FDA regulates nutrient content and ingredient information, claims of the effect of a dietary supplement or dietary ingredient on a body structure or function, and claims of the effect of a dietary supplement or dietary ingredient on disease or risk of disease. The FDA can initiate civil and criminal proceedings against persons who make false or misleading claims on labels or in labeling, who engage in misbranding, who evidence an intent to sell their products for a therapeutic use not approved by the agency, who sell misbranded products, or who sell adulterated products. The FDA can also require the recall of all products that are misbranded or adulterated.

The FTC has jurisdiction over our product advertising. The FTC can initiate civil proceedings for deceptive advertising and deceptive advertising practices. It can seek for companies to make payments to consumers or disgorgement of profits from the sale of any product held to have been deceptively advertised. The FTC or a federal court can require a company found liable to give notice of the availability of refunds in part or whole for the product purchase price for all products sold through use of advertising deemed deceptive.

State authorities may likewise bring enforcement actions for misbranding, adulteration, and deceptive advertising. Those actions may be pursued simultaneously with federal actions.

On March 13, 2003, the FDA proposed a new regulation to require current Good Manufacturing Practice guidelines ("cGMPs") in the manufacture, packing, holding, and distribution of nutritional supplements. The proposed rules would establish minimum standards that must be met by all companies that manufacture, package, and hold nutritional supplements in the United States. Violation of those standards would render the products in question presumptively adulterated and unlawful to sell. The proposed cGMPs would require manufacturers to follow procedures that would track nutrients from source to finished product, test nutrients for identity, purity, quality, strength, and composition at each stage of production, and record full compliance with specific regulations governing production, manufacture, and holding of nutritional supplements. The cGMPs are expected to be adopted in 2005 and may become fully effective by 2007. We expect that the cGMPs will increase our product costs by requiring our various contract manufacturers to expend additional capital and resources on quality control testing, new personnel, plant redesign, new equipment, facilities placement, recordkeeping and ingredient and product testing.

The FDA and some state agencies invite the public to complain if they experience any adverse effects from the consumption of nutritional supplements. These complaints may be made public. Regardless of whether complaints of this kind are substantiated or proven, public release of complaints of this type may have an adverse effect upon public perception of us, the quality of our products or the prudence of taking our products. Changes in consumer attitudes based on adverse event reports could adversely affect the potential market for and sales of our products and make it more difficult to recruit and retain independent distributors and obtain endorsers.

We are dependent on a limited number of independent suppliers and manufacturers of our products, which may affect our ability to deliver our products in a timely manner. If we are not able to ensure timely product deliveries, potential distributors and customers may not order our products, and our revenues may decrease.

We rely entirely on a limited number of third parties to supply and manufacture our products. Our manufacturers produce our products on a purchase order basis only and can terminate their relationships with us at will. Our two primary supplement manufacturers are Vitatech International Inc. and GMP Laboratories of America, Inc. These third parties may be unable to satisfy our supply requirements, manufacture our products on a timely basis, fill and ship our orders promptly, provide services at competitive costs or offer reliable products and services. The failure to meet any of these critical needs would delay or reduce product shipment and adversely affect our revenues, as well as jeopardize our relationships with our independent distributors and customers. In the event any of our third party manufacturers were to become unable or unwilling to continue to provide us with products in required volumes and at suitable quality levels, we would be required to identify and obtain acceptable replacement manufacturing sources. There is no assurance that we would be able to obtain alternative manufacturing sources on a timely basis. An extended interruption in the supply of our products would result in decreased product sales and our revenues would likely decline. We believe that we can meet our current supply and manufacturing requirements with our current suppliers and manufacturers or with available substitute suppliers and manufacturers. Historically, we have not experienced any delays or disruptions to our business caused by difficulties in obtaining supplies.

We are dependent on our third party manufacturers to supply our products in the compositions we require, and we do not independently analyze our products. Any errors in our product manufacturing could result in product recalls, significant legal exposure, and reduced revenues and the loss of distributors.

While we require that our manufacturers verify the accuracy of the contents of our products, we do not have the expertise or personnel to monitor the production of products by these third parties. We rely exclusively, without independent verification, on certificates of analysis regarding product content provided by our third party suppliers and limited safety testing by them. We cannot be assured that these outside manufacturers will continue to supply products to us reliably in the compositions we require. Errors in the manufacture of our products could result in product recalls, significant legal exposure, adverse publicity, decreased revenues, and loss of distributors and endorsers.

We face significant competition from existing suppliers of products similar to ours. If we are not able to compete with these companies effectively, then we may not be profitable.

We face intense competition from numerous resellers, manufacturers and wholesalers of energy drinks, protein shakes and nutritional supplements similar to ours, including retail, online and mail order providers. We consider the significant products in the U.S. market to be Myoplex® for protein drinks, Gatorade®, Powerade®, Acclerade® and All Sport® for energy drinks, and that Nature's Bounty, Inc. and General Nutrition Centers, Inc. are the significant producers of vitamins. Most of our competitors have longer operating histories, established brands in the marketplace, revenues significantly greater than ours, more capital and better access to capital than us. We expect that these competitors may use their resources to engage in various business activities that could result in reduced sales of our products. Companies with greater capital and research capabilities could re-formulate existing products or formulate new products that could gain wide marketplace acceptance, which could have a depressive effect on our future sales. In addition, aggressive advertising and promotion by our competitors may require us to compete by lowering prices because we do not have the resources to engage in marketing campaigns against these competitors, and the economic viability of our operations likely would be diminished.

We may not be able to attract high visibility endorsers, which may result in reduced product sales for us.

A principal component of our marketing program is the use and endorsement of our products by well-known professional and Olympic athletes and others associated with professional sports teams. Although we have obtained several well-known sports celebrities as endorsers of our products, some of these persons may not continue their endorsements, may not continue to succeed in their fields, may engage in activities which could bring disrepute on themselves and, in turn, on us and our products, and our revenues could suffer. We also may not be able to attract new endorsers, especially sports celebrities that may emerge in the future. Competition for endorsers is significant and adverse publicity regarding us or our industry could make it more difficult to attract and retain endorsers.

Adverse publicity associated with our products, ingredients or direct selling program, or those of similar companies, could adversely affect our sales and revenues.

Adverse publicity concerning any actual or purported failure of our Company or our independent distributors to comply with applicable laws and regulations regarding any aspect of our business could have an adverse effect on the public perception of our Company. This, in turn, could negatively affect our ability to obtain endorsers and attract, motivate and retain independent distributors, which would have a material adverse effect on our ability to generate sales and revenues.

Our independent distributors' and customers' perception of the safety and quality of our products as well as similar products distributed by others can be significantly influenced by national media

attention, publicized scientific research or findings, product liability claims and other publicity concerning our products or similar products distributed by others. Adverse publicity, whether or not accurate, that associates consumption of our products or any similar products with illness or other adverse effects, will likely diminish the public's perception of our products. Claims that any products are ineffective, inappropriately labeled or have inaccurate instructions as to their use, could have a material adverse effect on the market demand for our products, including reducing our sales and revenues.

The results of new nutritional dietary supplement studies could be contrary to general industry knowledge on which the formulation and marketing of our products are based and could materially and adversely impact our product sales. The federal government, research institutes, universities and others regularly conduct research into the use, effectiveness and potential for adverse results from the use of nutritional dietary supplements. Even if adverse studies are subject to substantial criticism or not supported by accepted scientific methodology, publicity surrounding the reports of these studies may result in flat or decreased sales of our products. In the past few years, the effectiveness of, and potential for harm from, some of the leading herbal supplements, which contain ingredients not in our products, have come into question as a result of research studies. These negative study results and other negative publicity could adversely affect the potential market and sales of our products, as well as increase our product returns, resulting in increased expenses to us.

While we have not received any direct negative publicity, recent negative publicity such as the ban from the FDA on the ingredient ephedra and the publicized studies associating increased mortality rates with high dosages of Vitamin E has increased awareness of our consumers relating to the safety of the ingredients in our supplements.

Nutritional supplement products may be supported by only limited conclusive clinical studies resulting in less market acceptance of these products and lower revenues or lower growth rates in revenues.

Our nutritional supplement products are made from vitamins, minerals, amino acids, herbs, botanicals, and other substances for which there is a long history of human consumption. However, there is little long-term experience with human consumption of certain product ingredients or combinations of ingredients in concentrated form. Although we believe all of our products fall within the generally known safe limits for daily doses of each ingredient contained within them, nutrition science is imperfect. Moreover, some people have peculiar sensitivities or reactions to nutrients commonly found in foods and may have similar sensitivities or reactions to nutrients contained in our products. Furthermore, nutrition science is subject to change based on new research. New scientific evidence may disprove the efficacy of our products or prove our products to have effects not previously known. We could be adversely affected in the event that our products should prove to be or if they are asserted to be ineffective or harmful to consumers, or if adverse effects are associated with a competitor's similar products.

Our products have higher prices than the products of most of our competitors, which may make it difficult for us to achieve significant revenues.

We may have difficulty in achieving market acceptance of our products because our products are among the highest priced in their categories due to the ingredients that we require in our products. While we believe that our products are superior to competing, lower priced products, consumers must be educated about our products. If we are unable to achieve market acceptance, we will have difficulty in achieving revenue growth, which would likely result in continuing operating losses.

The sale of our products involves product liability and related risks that could expose us to significant insurance and loss expenses.

We face an inherent risk of exposure to product liability claims if the use of our products results in, or is believed to have resulted in, illness or injury. Most of our products contain combinations of ingredients, and there is little long-term experience with the effect of these combinations. In addition, interactions of these products with other products, prescription medicines and over-the-counter drugs have not been fully explored or understood and may have unintended consequences. While our third party manufacturers perform tests in connection with the formulations of our products, these tests are not designed to evaluate the inherent safety of our products.

Although we maintain product liability insurance, it may not be sufficient to cover product liability claims and such claims could have a material adverse effect on our business. The successful assertion or settlement of an uninsured claim, a significant number of insured claims or a claim exceeding the limits of our insurance coverage would harm us by adding further costs to our business and by diverting the attention of our senior management from the operation of our business. Even if we successfully defend a liability claim, the uninsured litigation costs and adverse publicity may be harmful to our business.

Any product liability claim may increase our costs, and adversely affect our revenues and operating income. Moreover, liability claims arising from a serious adverse event may increase our costs through higher insurance premiums and deductibles, and may make it more difficult to secure adequate insurance coverage in the future. In addition, our product liability insurance may fail to cover future product liability claims, which if adversely determined could subject us to substantial monetary damages.

We have primarily used one individual to formulate all of our products, and the loss of his services may result in delays in formulating new products and our revenues may decrease.

The loss of the services of Dr. William Wheeler, a nutritionist, could have an adverse effect on our future revenues, as he is the primary person responsible for the formulation of all of our existing products. Although we have entered into a consulting agreement providing us with certain services by Dr. Wheeler, there is no assurance that he will be available to formulate new products for us. In addition, Dr. Wheeler formulates nutritional products for others, including his own company, and these products may compete with our products. Dr. Wheeler formulated and markets Gold Standard Protein®, a protein shake which competes with our VitaPro® shakes, although we sell our products through direct marketing and his protein shake is sold directly to consumers without network marketing. If he is unavailable to us for any reason, our ability to formulate new products may be impaired, which could result in lower revenues.

A slower growth rate in the nutritional supplement industry could lessen our sales and make it more difficult for us to achieve growth and become profitable.

According to the Nutrition Business Journal (May/June 2004), nutritional supplement companies, analysts, publications and other industry sources have indicated that the nutritional supplement industry has experienced a significantly slower rate of growth in recent years, although available data revealed this trend was reversed in 2003, and numbers for 2004 are not available. In our view, this slowdown may be attributable in part to the maturing of the market for nutritional supplements, the lack of any significant developments of new products over the past few years, negative publicity about the effectiveness of some ingredients in certain nutritional supplements, the increase in the number of products competing in the industry, and the increased number of private label brands. Despite the growth in 2003, a slowdown in the industry's rate of growth could continue over the long term and impair the prospects for increasing the sale of and the demand for our products.

New products may render our products obsolete and our sales may suffer.

The nutritional supplement market historically has been influenced by "fad" products that became popular due to changing consumer tastes and media attention. Our products may be rendered obsolete by changes in popular tastes as well as media attention on new products or adverse media attention on nutritional supplements, which could reduce our sales. It may be difficult for us to change our product line to adapt to changing tastes. In addition, other "fad" food regimens, such as low carbohydrate diets, may decrease the overall popularity and use of our products, as well as result in higher returns of our products, thereby increasing our expenses.

We may from time to time write off obsolete inventories resulting in higher expenses and consequently greater net losses.

Because we maintain high levels of inventories to meet the product needs of our independent distributors and customers, a change by us of our product mix could result in writedowns of our inventories. For example, in 2003 and 2004 we discontinued certain products and sales tools that we deemed obsolete, and we incurred a writedown against inventory in 2003 of \$177,896 and a charge against obsolete inventory of \$22,319 in 2004. Writedowns and charges of this type have historically increased our net losses, and if experienced in the future, will make it more difficult for us to achieve profitability.

Product returns in excess of our estimates could require us to incur significant additional expenses, which would make it difficult for us to achieve profitability.

We have established a reserve in our financial statements for product returns which is based upon our limited historical experience. If this reserve were to be inadequate, we may incur significant expenses for product returns. We began our direct selling marketing in the last quarter of 2003 and expanded our return policy in May 2004 to allow product returns for up to 12 months after purchase. We may need to revise our reserves for product returns as we gain more operating experience.

If we are not able to adequately protect our intellectual property, then we may not be able to compete effectively and we may not be profitable.

Our existing proprietary rights may not afford remedies and protections necessary to prevent infringement, reformulation, theft, misappropriation and other improper use of our products by competitors. We own the formulations contained in our products. We consider our product formulations our critical proprietary property, which must be protected from competitors. We do not have any patents because we do not believe they are necessary to protect our proprietary rights. Although trade secret, trademark, copyright and patent laws generally provide such protection and we may attempt to protect ourselves through contracts with manufacturers of our products, we may not be successful in enforcing our rights. In addition, enforcement of our proprietary rights may require lengthy and expensive litigation. We have attempted to protect the trade names and trademarks used for our products by registering them with the U.S. Patent and Trademark Office, but we must rely on common law trademark rights to protect our unregistered trademarks. Common law trademark rights do not provide the same remedies as are granted to federally registered trademarks and the rights of a common law trademark are limited to the geographic area in which the trademark is actually used. Our inability to protect our intellectual property could have a material adverse impact on our ability to compete and could make it difficult for us to achieve a profit.

Interruptions to or failure of our information processing systems may disrupt our business and our sales may suffer.

We are dependent on our information processing systems to timely process customer orders, oversee and manage our distributor network and control our inventory, and for our distributors to communicate with their customers and distributors in their network. Since the initial purchase of our technology system in 2001 through December 31, 2004, we had spent \$180,151 on technology system upgrades. We have experienced interruptions and may in the future experience interruptions to or failure of our information processing system; however, none of the interruptions to date have materially disrupted our business. Interruptions to or failure of our information processing systems may be costly to fix and may damage our relationships with our customers and distributors, and cause us to lose customers and distributors. If we are unable to fix problems with our information processing systems in a timely manner our sales may suffer.

Loss of key personnel could impair our ability to operate.

Our success depends on the skills, experience and efforts of our senior management and skilled employees, including Earnest Mathis, Jr., our Chief Executive Officer, Timothy Transtrum, our Chief Operating Officer, and David Litt, our Vice President of Sales and Marketing and Sanford D. Greenberg, our founder, in order to expand our business. As with all personal service providers, our officers can terminate their relationship with us at will. Our inability to retain these individuals may result in our reduced ability to operate our business. We do not have key man life insurance on any of our executive officers.

Provisions in our articles of incorporation and bylaws may prevent a change in control of us which could limit the price that investors may be willing to pay for our securities.

Provisions contained in our articles of incorporation and bylaws could make it more difficult for a third party to acquire us or for our stockholders to change our management. These provisions:

give our board of directors the right to set the number of directors between one and nine directors;

permit the board of directors to fill vacancies resulting from an increase in the number of directors or the death or resignation of a board member;

prohibit cumulative voting in the election of directors; and

authorize our board of directors to issue shares of preferred stock in the future without stockholder approval and to determine the rights, preferences, privileges, and restrictions of such preferred stock.

These provisions may limit the price that investors are willing to pay in the future for our securities.

Risks Related to This Offering

You will experience immediate and substantial dilution in the net tangible book value of the shares of common stock included in the units you purchase in this offering.

The per share price of our common stock included in a unit will be substantially higher than the net tangible book value of the common stock as of December 31, 2004. Therefore, based on the public offering price of \$6.15 per unit, if you purchase units in this offering, you will suffer immediate and substantial dilution of approximately \$2.14 per common share. If the underwriters exercise their over-allotment option, or if outstanding options or warrants to purchase our common stock are exercised, you will experience additional dilution. See "Dilution" on page 26 for more information.

The price of our securities could be subject to wide fluctuations and your investment could decline in value.

The market price of the securities of a company such as ours with little name recognition in the financial community and without significant revenues can be subject to wide price swings. For example, the bid price of our common stock has ranged from a high \$16.25 and a low \$0.75 during the nine quarters ended March 31, 2005. The market price of our securities may be subject to wide changes in response to quarterly variations in operating results, announcements of new products by us or our competitors, reports by securities analysts, volume trading, or other events or factors. In addition, the financial markets have experienced significant price and volume fluctuations for a number of reasons, including the failure of certain companies to meet market expectations. These broad market price swings, or any industry-specific market fluctuations, may adversely affect the market price of our securities.

Speculative traders may anticipate a decline in the market price of our securities and engage in short sales of our securities. Such short sales could further negatively affect the market price of our securities.

Companies that have experienced volatility in the market price of their stock have been the subject of securities class action litigation. If we were to become the subject of securities class action litigation, it could result in substantial costs and a significant diversion of our management's attention and resources.

An active trading market for our securities may not be developed or sustained which could limit the liquidity of an investment in our securities.

There is a limited trading market for our securities. From December 26, 2001 through April 4, 2005, our common stock traded on the OTC Bulletin Board, an inter-dealer automated quotation system for equity securities. The units, common stock, Class A public warrants and Class B public warrants we sell in this offering, together with the common shares that formerly traded on the OTC Bulletin Board, have been approved for listing on the American Stock Exchange. There is no assurance that we will be able to continue to meet the listing requirements or that our securities will remain listed on the American Stock Exchange. If we are delisted from the American Stock Exchange, our common stock would likely be subject to the penny stock rules of the SEC, which generally have the effect of reducing the level of trading activity for stock. In addition, an investor could find it more difficult to dispose of, or to obtain accurate quotation as to the market value of, our securities and it may be difficult for us to qualify the Class A and Class B public warrants, as well as the common stock underlying those warrants, for sale in various states, impairing your ability to sell your securities. Additionally, regardless of which exchange our securities may trade on, an active and liquid trading market may not develop or, if developed, may not be sustained, which could limit security holders' ability to sell our securities at a desired price.

The representative has limited experience as a managing underwriter, which may adversely affect the size of any trading market for our securities and adversely affect their price.

Although certain officers of the representative of the underwriters have experience working on public offerings and other corporate finance matters, the representative has limited experience serving as a managing underwriter. The Shemano Group, Inc. began to underwrite firm commitment offerings in October 2003 and has completed three public offerings prior to this offering. Since the representative's experience in underwriting a firm commitment public offering is limited, there can be no assurance that the lack of experience will not adversely affect the trading market for our securities.

Certain events could result in a dilution of your ownership of our common stock.

We currently have 2,072,124 common stock equivalents outstanding, including warrants and options. The exercise price of all common stock equivalents is an average of \$3.44 per share. We also currently have 43,465,957 shares of common stock that are authorized but unissued. For 12 months after the effective date of this offering, issuances of our common stock will require the prior approval of the representative of the underwriters. We may issue additional shares of common stock in private or public transactions to raise funds for working capital, research and development, acquisitions, or other purposes. If we issue additional common stock or if outstanding warrants or options are exercised, the number of outstanding shares of our common stock would increase and dilute your percentage ownership of our common stock. Exercise of the Class A and B public warrants, including 250,000 Class A and 250,000 Class B public warrants to be issued to certain of our stockholders in connection with this offering, will also dilute your percentage ownership of common stock.

If we do not maintain an effective registration statement or comply with applicable state securities laws, you may not be able to exercise your Class A and Class B public warrants.

For you to be able to exercise our Class A and Class B public warrants, the shares of our common stock underlying these warrants must be covered by an effective and current registration statement and qualify or be exempt under the securities laws of the state or other jurisdiction in which you live. We cannot assure you that we will continue to maintain a current registration statement relating to the shares of our common stock underlying the Class A and Class B public warrants or that an exemption from registration or qualification will be available throughout their term. This may have an adverse effect on demand for the Class A and Class B public warrants and the prices that can be obtained from reselling them.

The Class A and Class B public warrants may be redeemed on short notice. This may have an adverse impact on their price.

We may redeem the Class A public warrants upon 30 days' notice so long as the last reported sales price of the common stock as reported by the principal exchange or trading market on which our common stock trades equals or exceeds \$6.75 (subject to certain adjustments) for 20 consecutive trading days ending on the third day prior to the day on which notice is given. We may redeem the Class B public warrants upon 30 days' notice so long as the last reported sales price of the common stock as reported by the principal exchange or trading market on which our common stock trades equals or exceeds \$9.00 (subject to certain adjustments) for 20 consecutive trading days ending on the third day prior to the day on which notice is given. The redemption price is \$0.01 per public warrant, subject to adjustment in the event of a stock split, dividend or the like. We do not intend to redeem the public warrants at a time when we do not have an effective registration statement for the exercise of the public warrants. If we give notice of redemption, holders of our public warrants will be forced to sell or exercise the public warrants they hold or accept the redemption price. The notice of redemption could come at a time when it is not advisable or possible to sell or exercise the public warrants.

The Class A and Class B public warrants may negatively affect our ability to raise additional capital.

During the terms of the Class A and Class B public warrants, their holders are given the opportunity to profit from a rise in the market of our common stock. So long as the public warrants are outstanding, the terms on which we could obtain additional capital may be adversely affected. The holders of the public warrants might be expected to exercise them at a time when we might be able to obtain any needed capital by a new offering of securities on terms more favorable than those provided by the public warrants.

A large number of our shares of common stock may be sold in the market following this offering which could cause the prices of our securities to decline.

Sales of a substantial number of shares of our common stock or other securities in the public markets, or the perception that these sales may occur, could cause the market price of our common stock or other securities to decline. After this offering, we will have 9,534,043 shares of our common stock outstanding (including shares of our common stock comprising a part of the units that are the subject of this offering but excluding shares of our common stock issuable upon exercise of any of the Class A and Class B public warrants), or 9,984,043 shares if the underwriters' over-allotment is exercised in full. We anticipate 3,723,562 of the shares will be eligible for public trading. The 1,500,000 units sold in this offering, or 1,725,000 units if the underwriters' over-allotment is exercised in full, will be freely tradeable without restriction or further registration under the federal securities laws unless purchased by our affiliates.

Assuming no exercise of options or warrants outstanding as of the date of this prospectus, 2,806,738 shares are subject to contractual lockup agreements with the representative of the underwriters pursuant to which the holders of the shares have agreed not to sell their shares for one year after the completion of this offering.

In addition, the holders of 3,003,743 common shares and 433,380 warrants to purchase 433,380 shares have agreed with the representative not to sell their common shares, the warrants or the 433,380 shares of common stock underlying the warrants for the earlier of one year after completion of this offering or when the average of the last reported sales price for our common stock exceeds \$6.00 for 20 consecutive trading days. These shares and warrants are otherwise freely tradeable pursuant to an effective registration statement with the SEC.

We may issue preferred stock with rights senior to the common stock.

Our articles of incorporation authorize the issuance of up to 5,000,000 shares of preferred stock without stockholder approval and on terms established by our directors. We have no existing plans to issue shares of preferred stock. However, the rights and preferences of any such class or series of preferred stock would be established by our board of directors in its sole discretion and may have dividend, voting, liquidation and other rights and preferences that are senior to the rights of the common stock.

You should not rely on an investment in our common stock for the payment of cash dividends.

Because of our significant operating losses and because we intend to retain future profits, if any, to expand our business, we have never paid cash dividends on our stock and do not anticipate paying any cash dividends in the foreseeable future. You should not make an investment in our securities if you require dividend income. Any return on investment in our common stock would only come from an increase in the market price of our stock, which is uncertain and unpredictable.

Our officers, directors and their affiliates control us and can take actions that conflict with your interests as stockholders.

Our executive officers, directors and holders of more than 5% of our outstanding common stock own a total of approximately 69.4% of the issued and outstanding shares of our common stock, assuming their stock options exercisable within 60 days of the date of this prospectus are exercised. As a result of this ownership, these persons have the power to control our Company in many instances without a vote of stockholders, including the election of directors, and other matters pertaining to corporate governance. This concentration of ownership also may have the effect of delaying or preventing a change in control of our Company. Thus, you will have no ability to exert control over our operations or significant corporate decisions.

DISCLOSURE REGARDING FORWARD-LOOKING STATEMENTS

This prospectus contains "forward-looking statements" within the meaning of Section 27A of the Securities Act and Section 21E of the Securities Exchange Act of 1934, as amended. All statements other than statements of historical fact are "forward-looking statements" for purposes of federal and state securities laws, including any projections of earnings, revenue or other financial items; any statements of the plans, strategies and objectives of management for future operations; any statements concerning proposed new products or developments; any statements regarding future economic conditions or performance; any statements of belief; and any statements of assumptions underlying any of the foregoing. Forward-looking statements may include the words "may," "will," "estimate," "intend," "continue," "believe," "expect" or "anticipate" and other similar words.

Although we believe that the expectations reflected in any of our forward-looking statements are reasonable, actual results could differ materially from those projected or assumed in any of our forward-looking statements. Our future financial condition and results of operations, as well as any forward-looking statements, are subject to change and to inherent risks and uncertainties, such as those disclosed in this prospectus. Important factors that could cause our actual results, performance and achievements, or industry results to differ materially from estimates or projections contained in forward-looking statements include, among others, the following:

- our ability to attract and retain productive independent distributors and endorsers;
- our relationships with, and our ability to influence the actions of, our independent distributors;
- adverse publicity associated with our products, similar products of others or direct sales organizations;
- our ability to continue as a going concern;
- changing consumer preferences and demands;
- the competitive nature of our business;
- regulatory matters governing our products and direct sales program;
- our reliance on outside manufacturers;
- the sufficiency of our trademarks and other intellectual property rights; and
- our reliance on our management team.

Additional factors that could cause actual results to differ materially from our forward-looking statements are set forth in this prospectus, including under the headings "Prospectus Summary," "Risk Factors," "Management's Discussion and Analysis of Financial Condition and Results of Operations," "Our Company" and in our "Summary of Financial Information" and the related notes. We do not intend, and undertake no obligation, to update any forward-looking statement.

Before deciding whether to invest in the securities offered by the prospectus, you should carefully consider the matters set forth under the heading "Risk Factors" and all other information contained in this prospectus. All subsequent written and oral forward-looking statements attributable to us, or persons acting on our behalf, are expressly qualified in their entirety by the cautionary statements.

USE OF PROCEEDS

We estimate that the net proceeds from the sale of the 1,500,000 units that we are selling in this offering will be approximately \$7,656,500 based on a public offering price of \$6.15 per unit and after deducting \$1,018,500, reflecting the estimated underwriting discount, non-accountable expense allowance, financial advisory agreement with the representative of the underwriters, and \$550,000, reflecting the estimated offering expenses payable by us. If the underwriters' over-allotment option is exercised in full, we estimate that we will receive net proceeds of approximately \$8,943,388. We expect to use the net proceeds of this offering as follows.

Intended Use	Approximate Amount	Approximate Percentage of Net Proceeds
For marketing and promotions of our products, celebrity endorsements, promotional and independent distributor lead generation events and public relations.	\$ 1,595,000	20.8%
For incentives to attract and retain experienced sales leaders, including short-term guaranteed base payments, and travel and related expenses.	1,200,000	15.7%
For product development and inventory build up in anticipation of sales growth, including expenditures for the formulation, marketing and introduction of two to four new products.	1,200,000	15.7%
Capital expenditures for warehouse relocation, improvements and expansion of our customer service center currently located at our Denver, Colorado office, upgrading and expansion of our website and other information systems.	1,000,000	13.1%
General and administrative expenditures, including increasing staffing and consulting and other operating costs as we seek to expand our operations.	800,000	10.4%
Payment of deferred salary and related payroll taxes to certain of our executive officers(1)	100,000	1.3%
Payment of short-term debt(2)	425,000	5.6%
For general working capital needs	1,336,500	17.4%
	<u>\$ 7,656,500</u>	<u>100.0%</u>

(1) Certain of our executive officers have deferred an aggregate of approximately \$100,000 of their salaries and related payroll tax in 2005 pending completion of this offering.

(2) During the first quarter of 2005, we arranged for \$425,000 of short-term financing commitments from one of our executive officers and two shareholders. These loans bear interest at 10% per annum. As of the date of this prospectus, we had drawn down \$365,000 against the commitments. See "Management's Discussion and Analysis of Financial Condition and Results of Operations Liquidity and Capital Resources."

In the event the underwriters' over-allotment option is exercised, then the amount of net proceeds available for working capital will be more than is indicated in the above table.

The above amounts are our current estimate of the allocation of the net proceeds. Because the future of our business is difficult to predict, it is likely that the actual amounts used for these purposes may vary significantly from our current estimates. Also, we may use offering proceeds for purposes not listed above in response to cash requirements or business opportunities that we do not now anticipate. Any such use could reduce proceeds available for the uses described above.

We anticipate that our existing cash and the net proceeds of this offering will be sufficient to fund our operations and capital requirements for at least 12 to 18 months following this offering, depending primarily on our sales levels. We cannot assure you, however, that such funds will not be expended earlier due to unanticipated changes in economic conditions or other circumstances that we cannot foresee. In the event our plans change or our assumptions change or prove to be inaccurate, we could be requi