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## ELEVATE YOUR SPA EXPERIENCE WITH O<sup>+</sup>™

### *Oxygen Plus, Inc Introduces Sleek, New Portable Enriched Oxygen Canisters*

ST. PAUL, MN (November 27, 2006) -- Kick your energy level into a higher gear with a few deep breaths of what promises to be one of the top 10 retail spa products of the year, the revolutionary new **O<sup>+</sup>Stick™** from **Oxygen Plus, Inc.** O<sup>+</sup> intends to elevate the spa and resort experience with their new product line designed for health conscious spa goers.

**O<sup>+</sup>Stick™** is a hand-held, portable container of 90% pure, enriched oxygen with over four times the concentration found in ambient air. A few deep breaths from an *O<sup>+</sup>Stick* can boost your blood oxygen level and elevate the feeling of physical vitality and mental clarity.

“Oxygen is the essential ingredient in your body’s production of energy,” states O+ President, Kevin Berigan. “Maintaining energy is a major concern for 60 million wellness-minded consumers. For that reason, we anticipate strong demand for our products. Adds Berigan, “A recent report by Harvard Medical School cites fatigue as the leading reason people visit their doctor.”<sup>1</sup>

The stresses of air travel, changing time zones, altitude, air pollution, over indulgence, illness and other environmental factors can make you feel like your get up and go just got up and went. That’s when *O<sup>+</sup>Stick* comes to the rescue. Not only has supplemental oxygen has been shown to improve performance and endurance when used in conjunction with high-altitude training<sup>1</sup> it also can boost cognitive performance in healthy adults<sup>2</sup>.

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<sup>1</sup> Wilber RL, Holm PL, Morris DM, Dallam GM, Subudhi AW, Murray DM, Callan SD, “Effect of FIO<sub>2</sub> on oxidative stress during interval training at moderate altitude,” *Medicine and Science in Sports and Exercise*, 2004 Nov; 36(11):1888-94

<sup>2</sup> Scholey AB, Moss MC, Neave N, Wesnes K, “Cognitive Performance, Hyperoxia, and Heart Rate Following Oxygen Administration in Healthy Young Adults,” *Physiology & Behavior*, 1999 Nov;67(5):783-9

*O+Stick* is purse and pocket-friendly with replaceable canisters in a variety of refreshing aromas. It is based on a widely used pressurized canister, made of recyclable aluminum, that has been proven safe and durable under rigorous use. Pushing the *O+Stick*'s airflow "actuator" (with your thumb) releases the flow of oxygen directly into the mouthpiece. The company recommends inhaling 3-5 breaths for a quick "energy boost".

Beginning this December, the *O+Stick* will be available in some of the most prestigious boutique hotels and luxury spas in the world including; Sunset Marquis Hotel and Villas, (Hollywood), Mercer Hotel ( NYC), Dream Hotel (NYC), Night Hotel (NYC), Bernardus Lodge & Spa, (Carmel Valley), Exhale Spas ( Manhattan, Boston, Chicago Dallas, Santa Monica), , The Spa at the Watermark Hotel (San Antonio) ,The Spa at the Peninsula Hotel (New York) ,SpaStruck Spa (Vail, Beavercreek) and The Umstead (Cary, NC).

For more information on Oxygen Plus, Inc and the revolutionary new **O+Stick™** please call: 1-866-675-8711 (1-866-oplus11) or visit [www.oxygenplus.com](http://www.oxygenplus.com).

MSRP : The *O+Stick* "Elevate Pack" (outer shell, 1 can Natural, 1 Can Peppermint) is: \$34.00  
Refills are also available in 3 packs \$31.00 and 6 packs \$59.95 (natural, peppermint or combined)

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#### ABOUT OXYGEN PLUS, INC.

Founded in 2005, Oxygen Plus, Inc (O+) is a new company dedicated to leading the development, manufacturing and marketing of portable, enriched oxygen for wellness-minded adults worldwide. Based in St. Paul, Minnesota, their management team consists of the leading marketing experts, world-class designers and technical advisors including a former NASA engineer. O+ is committed to providing the most advanced supplemental, oxygen-enriched products to the general public for optimal health and wellness. For more information please visit: [www.oxygenplus.com](http://www.oxygenplus.com).

**MEDIA— for product samples or interview requests please contact:  
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