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**STYLE LA, PRESENTED BY CUUR- USE IT TO LOSE IT,
HELPS RAISE FUNDS FOR STOP THE VIOLENCE/FACE THE MUSIC!**

Runway fashion, corporate sponsors and celebrities join forces for a national entertainment charity.

LOS ANGELES- (July 30, 2007)- Models. Bikinis. Fundraising. [CUUR](#). Shiva Rose Mc Dermott and Samantha Harris (*E! Entertainment*) take the runway at the Viceroy Hotel in Santa Monica to host [Style LA Presented by CUUR- Use it to Lose It](#). Models representing eight swim and resort designers will be strutting down the catwalk in a combined effort to raise funds and awareness for the national entertainment charity, [Stop the Violence/Face the Music](#).

“CUUR is excited to be the presenting sponsor for Style LA. We believe in giving back and know our corporate donation will help make a positive impact on the people who benefit from the Stop The Violence/Face the Music charity.” says CUUR President, Gwen Kent.

Celeb Support.

The charity support doesn't stop at the runway. In fact, it begins at the blue carpet. Celebrity attendance includes Ana Ortiz (*Ugly Betty*), Judy Reyes (*Scrubs*), Kelly Carlson (*Nip/Tuck*); Constance Marie (*George Lopez Show*), Monique Coleman (*High School Musical*), Joey Gilbert (*NBC's The Contender*, professional boxer and middle weight champion), Shea Vaughn (CEO of SheaNetics) and others. Trainer to the stars, [Valerie Waters](#), will be attending to show her support and talk to guests about presenting sponsor, CUUR, since she recommends this weight loss product to some of the hottest Hollywood talent.

Presenting Sponsor, Positive Self Image.

The designers aren't the only ones with models in bikinis. The bikini-clad CUUR girls are out to spread the message to guests about a positive body image. They're also directing VIP's to the poolside CUUR cabana where they can fill their [swag bags](#) with samples of the new diet product from Sweden. Perfect for any bikini event!

NOTES FOR THE EDITOR:

About Stop the Violence/Face the Music

Founded in 1992, this non-profit organization is dedicated to providing counseling and messages for anti-violence, crime and substance abuse through the use of educational programs, music, and television campaigns. Stop the Violence has garnered support from the broadcast and recording industries and is supported by such prestigious media companies as WARNER BROS., MTV, BILLBOARD and more. Supporters include Donald Trump, Queen Latifah and Rod Stewart.



About CUUR

CUUR was formulated by Dr. Krotkiewski, "the Father of European Weight Management Research" exclusively for Scandinavian Clinical Nutrition. This safe and natural formula contains a clinically studied proprietary blend of herbal extracts. The CUUR Plan, developed by A-list celebrity trainer Valerie Waters, helps support weight loss, boosts metabolism, supports energy and boasts a thermogenic formula. A 30 day supply of CUUR sells for \$39.99 and can be purchased from retailers nationwide. For more information, visit www.CUUR.com.



About Scandinavian Clinical Nutrition

Scandinavian Clinical Nutrition AB ([SCN MTF](#)) acts as a holding company and marketing arm in the development and distribution of clinically tested, scientifically documented products within the field of nutrition (nutraceuticals). Established in 2006, SCN maintains a product portfolio with established trademarks, such as CUUR, Membraseven, and Ledactin. Core competence and strategic alliances, within both R&D and sales, in combination with innovative and clinically proven products, create the ideal conditions for profitable growth both in Sweden and internationally. The SCN share is listed for trade on NGM Nordic MTF since December 6, 2006. For more information, please visit www.scnutrition.com.

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