



IMAGENETIX™

A Leader in Bioceutical Innovation



Focused on Inflammation Backed by Science

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Symbol: IAGX

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Outline

- I. Overview
- II. Inflammation
- III. Natural Product Discoveries and Science
- IV. Pharmaceutical Product Discoveries and Science
- V. Marketing and Distribution
- VI. About Imagenetix

I. Overview

Imagenetix
is focused on

Inflammation

And its *multi-billion dollar*
Health-related opportunities

I. Overview

Imagenetix:

- Has conducted over 20 scientific studies related to inflammation.
- Nutritional products generate cash flow by coming to market quickly.
- Pharmaceutical products have a longer development cycle but should add immense value as they go through scientific studies and eventually come to market.
- Will continue to develop research and conduct scientific studies.



I. Overview

Mass-marketing has begun on our two lead nutritional products. These products address a \$22 billion per year inflammation related market opportunity.

- Celadrin® supplements
for Joint Function and Mobility



- Celadrin® Topical Cream
for Aches and Pains



I. Overview

At Imagenetix:

Good Science Makes News...which Generates Good Business



Year Ending March 30, 2005

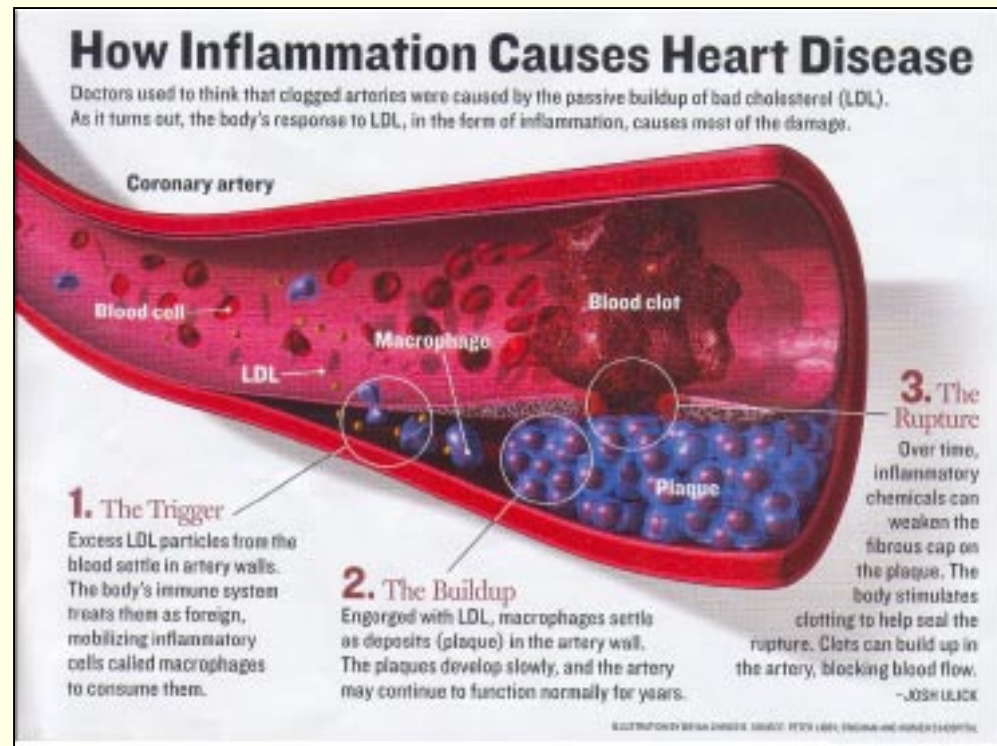
Imagenetix Reported Record Year

- Record Sales – up 66%
- Record Earnings – up 62%
- Nine Consecutive Quarters of Operating Profits

II. Inflammation

Medical experts and researchers have linked inflammation with the following conditions:

- *Arthritis*
- *Periodontal Disease*
- *Cardiovascular Disease — CVD (Arteries and Heart)*
- *Psoriasis*



Newsweek, Summer 2005

II. Inflammation

Inflammatory diseases, conditions, and related health issues affect millions of people and cost billions of dollars:

- **Arthritis** — 70 million Americans are affected with over 100 forms of arthritis. Arthritis and related disease costs are estimated at \$86.2 billion per year in the U.S.
- **Periodontal Disease** — After age 35 approximately 3 of every 4 adults suffer from some form of this multi-billion dollar disease which affects the gums and mouth.
- **Cardiovascular Disease** — 70.1 million Americans are afflicted with heart disease and strokes with an estimated cost of \$260 billion per year in the U.S.
- **Psoriasis** — 4.5 million Americans have been diagnosed with psoriasis with a treatment cost of over \$3 billion per year.

III. Natural Product Discoveries & Science

Imagenetix has discovered an all-natural compound composed of esterified fatty acid carbons (EFACs) and other active synergists.

- This is a key nutritional discovery for inflammation related markets.
- This discovery has led to proprietary Imagenetix nutritional products which are branded as follows:
 - Celadrin® — Oral supplements for joint function
 - Celadrin® — Topical creams and lotions for aches and pains
 - Puricell™ — Topical products for anti-wrinkle, anti-aging
- Imagenetix has conducted many studies on this unique compound.

III. Natural Product Discoveries & Science

Four of our many Celadrin® in-vitro and in-vivo studies include:

Celadrin®:

- (1) Acute Toxicity Study
- (2) Absorption & Mechanism of Action Study
- (3) Oral - Effectiveness Study
- (4) Topical - Effectiveness Studies

III. Natural Product Discoveries & Science

(1) Celadrin® Acute Toxicity Study

- Conducted at Perry Scientific, Inc.
- Mice were given 1,300 times the standard recommended Celadrin® dosage.
- An examination of the major organs — liver, kidney, and heart — from treated animals revealed no pathologic changes when compared with corresponding tissues from control animals. In other words, at extremely high dosages, the product appears exceptionally safe.

III. Natural Product Discoveries & Science

(2) Celadrin® Absorption and Mechanism of Action Study:

- An Institutional Review Board (IRB)-approved study from the University of Minnesota
- While absorption appeared to be slightly higher when given orally, data showed that a topical application of Celadrin® exhibited a similar distribution pattern throughout the body.
- The labeled product was found within all tissues regardless of an oral or topical administration.

III. Natural Product Discoveries & Science

(3) Celadrin® Oral Effectiveness Study:

- An Institutional Review Board study conducted in India
- In a double-blind, multi-center, placebo-controlled clinical trial of **Celadrin®**, researchers examined the impact of a 68-day oral administration of a novel blend of fatty acid esters, **Celadrin®**, on 64 participants ranging in age from 37 to 77 who were experiencing joint and mobility challenges of the knee.
- The placebo group and the **Celadrin®** group were evaluated at baseline, at 30 days, and at 68 days.
- Data from the study indicated that participants who consumed **Celadrin®** exhibited healthy joint function and mobility including increased joint flexibility, an improvement in flat ground walking, and an improved ability to traverse up and down stairs. The placebo group showed little or no improvement.
- Participants in the study exhibited no negative side effects.

III. Natural Product Discoveries & Science

(4) Celadrin® Topical Effectiveness Study:

- This study was conducted at the University of Connecticut where it also received Institutional Review Board approval.
- In an age-matched, double-blind study of 42 patients diagnosed with osteoarthritis of the knee, researchers examined the impact of a topical administration of **Celadrin®** on participants.
- The placebo group and the **Celadrin®** group were evaluated at baseline, 30 minutes following initial treatment, and after 30 days, having applied the cream twice per day.
- Study data revealed that 100% of the participants using **Celadrin®** cream experienced significant improvement in their ability to ascend and descend stairs, exhibited greater range of motion of the knee, ease of rising from a chair, functional mobility, and improved quality of life.
- Within 30 minutes following the initial application, several of the participants who used **Celadrin®** experienced an immediate benefit from the treatment.
- Participants in the study exhibited no negative side effects.

III. Natural Product Discoveries & Science

Celadrin®:

- Oral study was published in the Journal of Rheumatology, 2002.
- Topical cream study was published in the Journal of Rheumatology, 2004.



III. Natural Product Discoveries & Science

Study conclusions regarding the key Imagenetix discovery of an all-natural compound composed of esterified fatty acid carbons (EFACs) and other active synergists which Imagenetix is branding as Celadrin®

Celadrin®:

- Is exceptionally safe at high dosages with no reported negative side effects
- Used either orally or topically is dispersed widely throughout the body
- Is fast-acting
- Is highly effective

III. Natural Product Discoveries & Science

Celadrin®*:

- Has been approved for use as a pharmaceutical product in India.
- Is prescribed in India by physicians treating patients with osteoarthritis to help reduce pain and inflammation in patients with joint conditions.

** In the U.S., Celadrin® is currently available in oral form as a dietary supplement and as an over-the-counter topical cream in food, drug, and mass retail stores. Celadrin® has not been evaluated by the U.S. Food and Drug Administration and therefore is not intended to diagnose, treat, cure or prevent any disease.*



DR. REDDY'S

NYSE: RDY



III. Natural Product Discoveries & Science

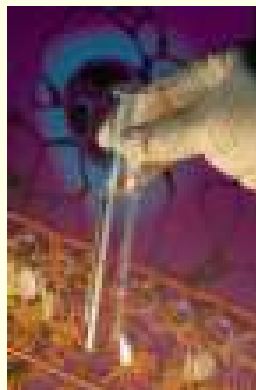
Puricell™ — for the anti-wrinkle, anti-aging market.

- Puricell™ is the all-natural compound composed of esterified fatty acid carbons (EFACs) and other active synergists which Imagenetix is branding for the anti-wrinkle, anti-aging market.
- Puricell™ penetrates through every layer of the skin and is extremely safe and effective.
- Puricell™ penetrates into and enhances cell membranes.
- Previous studies have shown that this combination of esterified fatty acids and other active synergists creates a remarkable improvement in the reduction of wrinkles, as well as adding elasticity to the skin.
- Findings from a recent 21-day study showed Puricell™ skin cream to be statistically significant in the reduction of wrinkles in the face and neck.

IV. Pharmaceutical Product Discoveries & Science

Imagenetix has made a key pharmaceutical discovery:

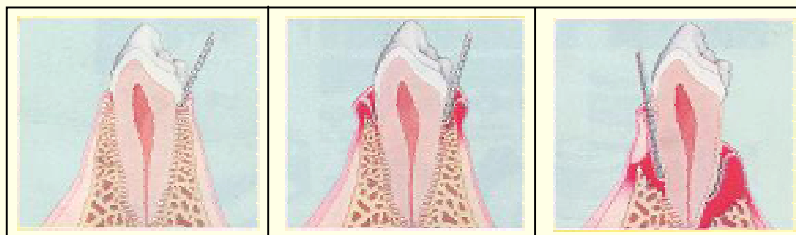
- In 2003, Imagenetix filed a composition of matter patent for a key discovery targeting the following inflammatory diseases:
 - Various forms of arthritis
 - Periodontal disease
 - Cardiovascular disease
 - Psoriasis
 - Other inflammatory diseases
- This Imagenetix patent-pending compound will be developed under different brand names for various pharmaceutical applications.



IV. Pharmaceutical Product Discoveries & Science

GENEPRIL™ — For Periodontal Disease

- Periodontitis is inflammation within the gum tissues supporting the teeth.
- At present, the standard treatment for periodontal disease is surgery.
- **GENEPRIL™** is designed to selectively reverse and repel the chemicals trapped within the gum tissue which cause bacterial growth leading to periodontal disease.



Study:

- Imagenetix is currently conducting clinicals to examine Genepril's effectiveness as a drug for the treatment of periodontal disease.

IV. Pharmaceutical Product Discoveries & Science

Cardiovascular Disease:

- Inflammation has recently been correlated to Heart Disease and Strokes.
- Inflammation causing tiny ruptures or fissures up the vascular walls has been associated with heart disease.
- Our future study designs will more closely examine the effect of our patent-pending compound in these cardio inflammation related markets.

Root of All Illness? That may be an exaggeration. But inflammation is emerging as an important factor in a diverse range of ailments throughout the body. Some hot spots:

Bones and Joints Inflammation makes the pain of rheumatoid arthritis flare up. It also leads to the increased breakdown of bone, which can contribute to fractures.	Arteries and Heart When arterial plaques become inflamed, they can burst open, prompting the formation of clots that can block blood flow and cause heart attacks and strokes.	Brain Population studies suggest that people who regularly use anti-inflammatory drugs may lower their risk of Alzheimer's, but the effect has not been verified.	Digestive System Inflammatory bowel conditions greatly increase the risk of colon tumors. Inflammation can lead to DNA damage and can fuel the proliferation of cancer cells.
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Newsweek, Summer 2005

IV. Pharmaceutical Product Discoveries & Science

Scientific Conclusions:

- Imagenetix has made significant nutritional and pharmaceutical discoveries related to inflammation.
- Data from over 20 Imagenetix studies indicates the Imagenetix inflammation related products:
 - Are exceptionally safe with no reported side effects
 - Penetrate all skin/tissue
 - Are fast acting
 - Are effective

V. Marketing and Distribution

Celadrin® is developing a positive reputation:

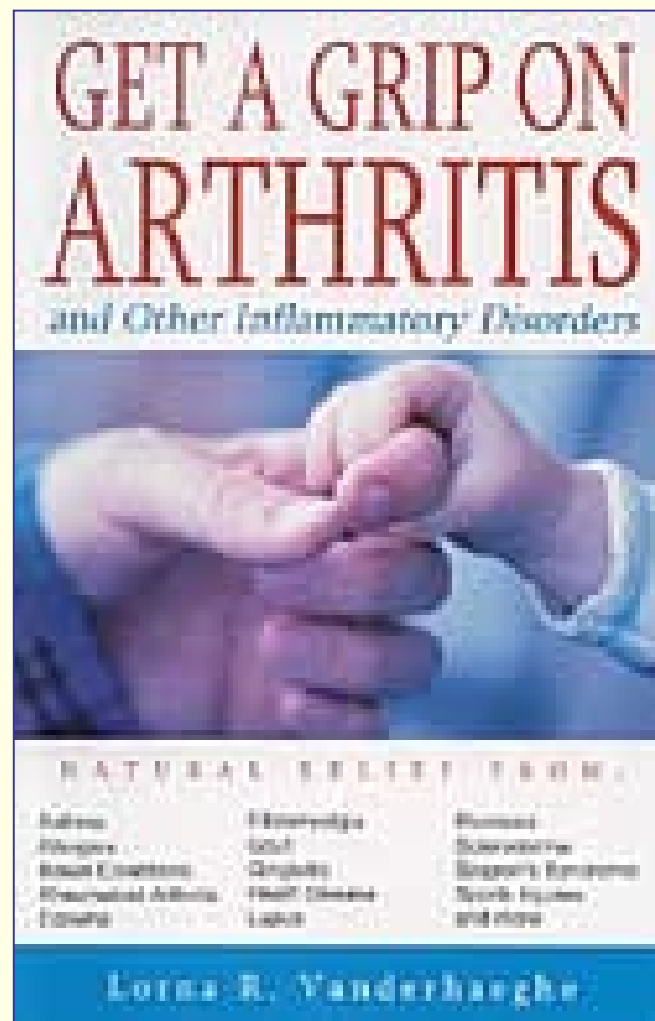
- Through 257 confirmed media placements,
- Celadrin® has had over 46,000,000 consumer impressions.



V. Marketing and Distribution

In addition to magazine and newspaper articles, television and radio coverage...

Celadrin® is featured often and positively in a new book entitled "Get a Grip on Arthritis" by Lorna Vanderhaughe.



V. Marketing and Distribution

Celadrin® is available to consumers in a variety of private labels.

The number of stores stocking Celadrin® based products is growing rapidly:

- November 2004 – Celadrin® in 0 stores
- Currently in 2005 – Celadrin® in over 20,000 stores (and growing)



V. Marketing and Distribution

Consumers are beginning to find Celadrin® combined with other products.

- Retail sales of Glucosamine exceed \$2 billion per year.
- Celadrin® combined with Glucosamine represents an exciting market opportunity.



V. Marketing and Distribution

Celadrin® is currently being marketed in India as a Pharmaceutical* by Dr. Reddy's Laboratories, a global pharmaceutical company and New York Stock Exchange member firm (NYSE: RDY), www.drreddys.com. Dr. Reddy's products are marketed in over 100 countries throughout the world. Celadrin® was introduced to doctors in India by Dr Reddy's in April of 2005. Reportedly, over 1,300 doctors have already prescribed Celadrin to patients.



** In the US, Celadrin® is currently available in oral form as a dietary supplement and as an over-the-counter topical cream in food, drug, and mass retail stores. Celadrin® has not been evaluated by the U.S. Food and Drug Administration and therefore is not intended to diagnose, treat, cure or prevent any disease.*

V. Marketing and Distribution

Imagenetix is the world's sole-source provider of Celadrin®, so growing consumer demand for Celadrin® is producing record results at Imagenetix.

First Quarter Ending June 30, 2005.

Imagenetix Reports Record Quarter

- Sales Hit All Time High - Up 142%
- Before-Tax Income Soars 174%
- Company Reports Ten Consecutive Quarters of Operating Profits

V. Marketing and Distribution

Marketing of new Imagenetix natural-based products including Celadrin® line extensions, Puricell™, and Puricell™ line extensions are planned for periodic release over the next several years, and should continue to drive natural product sales.

Daniela Pestova, Victoria Secret model and two-time Sports Illustrated cover girl, has signed as a spokesperson for Puricell™ anti-wrinkle products. She will be featured in the Company's infomercial scheduled for release in early 2006.



V. Marketing and Distribution

Pharmaceutical Marketing

- Licensing and other commercialization opportunities will be explored for each product which Imagenetix takes through the drug development process.
- Successfully completing the various phases of drug development could add millions of dollars of valuation to Imagenetix prior to sales beginning.



VI. About Imagenetix

Experienced Management

- Approximately 60 years combined expertise in the nutritional arena
- Well versed in the public markets
- Bill Spencer, current CEO of Imagenetix
 - Vice-President then President of public company that grew from approximately \$100 thousand pre-tax profits to approximately \$10 million pre-tax profits, and from \$1.5 million market valuation to \$170 million market valuation.

VI. About Imagenetix

Corporate Awareness

With increasing news coverage on Imagenetix products, with an increased market valuation, and with rapidly expanding sales, earnings, and book value, Imagenetix is becoming more visible not only to consumers, but to the financial community, including:

- Individual investors
- Broker-dealers
- Micro-cap money managers
- Smalls funds
- Investment advisors
- Institutions
- Analysts

VI. About Imagenetix

Financial Capitalization

- **Balance Sheet — Strong and Growing**
 - Strong cash and liquidity position
 - Shareholder equity increased 162% most recent fiscal year
 - No significant debt
- **Income Statement — Sales and Earnings Growing**
 - Sales growth of 142% for most recent quarter
 - Before-tax income growth of 174% most recent quarter
 - 10 consecutive profitable operating quarters
- **Capitalization**
 - 10.6 million shares — approximately 5 million shares public float
 - 4.92 million options and warrants
 - 15.5 million fully diluted
- **Symbol & Website:** IAGX www.imagenetix.net