

--- BEGINS ---

Your alcohol habits revealed using a tuft of hair

Trimega Laboratories Ltd of London is delighted to announce a revolutionary analysis service that reveals someone's history of alcohol abuse over many months, and then tracks their treatment. The service, developed by scientists in Britain and Germany, will be offered by Trimega and its distributor SureScreen Diagnostics to clinics, treatment centres such as HOPE *Worldwide*-UK, and law practices all over the world for £345 plus VAT.

Alcohol has just been classified as the fifth most seriously harming drug, after only heroin, cocaine, barbiturates and street methadone. In 2005, 19% of men and 8% of women were classed as 'heavy drinkers'. Even more shocking is the fact that liver disease is the fifth highest cause of death in Britain. Alcoholics are just as prevalent in society as diabetics.

Before today, it has just not been possible to check on someone's previous long-term alcohol abuse. For full details view www. and www.surescreen.com

How is it done?

As the hair grows, it absorbs special markers called fatty acid ethyl esters (FAEE's) and ethyl glucuronide (EtG) into its structure, which remain in the hair indefinitely. These patented markers are only produced when there is alcohol in the bloodstream, and the more markers there are, the more alcohol you consumed.

What makes this analysis revolutionary is that it gives a history going back month-by-month or even years if required. No other method can do this. Afterwards, an alcoholic's treatment can be monitored periodically as their hair grows.

What are the benefits of knowing someone's alcohol history?

- Identify long-term alcohol addicts, offer help and improve treatment success rate
- Prove a parent is fit to have custody of their children
- Identify an alcohol abuser in a safety critical job
- For forensic use, e.g. to prove whether a driver in a road accident was or was not in the habit of overindulging alcohol. (example: Princess Diana's chauffeur, Henri Paul)
- To prove someone does not have an alcohol problem and is fit to lead (for example running a political party, or head of a corporate business – all hair colours are suitable)
- To prove someone is long-term abstinent and a suitable candidate for a liver transplant.

--- ENDS ---

Contact: Avi Lasrow for Trimega Laboratories Ltd

Tel: +44 (0)845 388 0124 Mobile: +44 (0) 776 9688445

Email: avi@trimegalabs.com Web: www.trimegalabs.com

Contact : Jim Campbell for SureScreen Diagnostics Ltd

Tel: +44 (0)1332 365318 Mobile +44 (0) 776 4559817

Email: jim.campbell@surescreen.com Web: www.surescreen.com

Contact : Ian Joseph for HOPE *worldwide* - UK

Tel: +44 (0)20 7713 7655

Email: mailto:info@hopeworldwide.org.uk Web: www.hopeworldwide.org.uk

Comments by:

Avi Lasarow, Managing Director of Trimega Laboratories, London U.K.

“Alcohol Consumption in the UK is a growing issue that families and children are faced with on a daily basis. In the UK legal sector, where Trimega operate its core business, Solicitors, Local Authorities and Courts will now finally be able to access an accurate and reliable testing process that can distinguish between dependent and non dependent drinkers.”

Jim Campbell, Principal Scientific Officer and forensic scientist at SureScreen Diagnostics, Derby U.K.

‘We are proud to have been part of this collaboration and delighted to be able to offer our clients this revolutionary new screening test for alcohol dependence. This is probably the most important thing that has happened in testing for a decade, because at last we have an alcohol test that can be administered so easily, yet it cannot be fooled by the donor. Effective treatment always starts with testing – and this is the perfect way for us to identify alcohol abusers so our clients can provide effective treatment which is better focussed and hence more cost effective and more importantly, with better chance of success.’

Ian Joseph, Managing Director of HOPE *worldwide* - UK

‘HOPE *worldwide*-UK has been delighted to work with Trimega Laboratories Ltd who have helped us source cost effective products to enable us to reduce our costs as we provide treatment for those suffering from drug and alcohol addiction’



Until today, no long-term alcohol detection method existed.

Breath or bodily fluids only allow detection for a matter of hours, and liver function tests (LFT and CDT) only relate to markers from recent liver and metabolism damage. Hair analysis for alcohol markers extends this timescale capability enormously.

--- NOTES FOR EDITORS ---

Trimega Laboratories Ltd

Trimega Laboratories, established in 2005 has rapidly become a leading provider of Substance Misuse Testing and is focused on the development and marketing of innovative substance misuse testing products and services. It provides reliable and confidential Hair Drug Testing and Alcohol Testing products, including Parental Capacity Assessments for Courts, Barristers and Solicitors.

Trimega Laboratories has been certified to ISO 9001 for the provision of clinical testing services for substances of abuse by LRQA who are a UKAS accredited body.

SureScreen Diagnostics Ltd

Since 1991 SureScreen Diagnostics has led the incredible expansion in health diagnostics and drug screening, with a unique range of cutting edge technologies. These products have revolutionised the way healthcare is delivered, enabling informed decisions to be made quickly and giving huge cost savings by reducing times of diagnosis and treatment. Many of SureScreen's innovative products have become market leaders throughout Europe, in industry, healthcare and the home.

SureScreen Diagnostics is ISO9001 and ISO13485:2003 approved for quality and manufacturing, and also provides forensic science services.

Hope *Worldwide* - UK

HOPE *Worldwide*-UK (registered charity no 1045930) has worked with socially excluded people since 1993. These people include those disadvantaged by homelessness, those addicted to drugs and alcohol, ex-offenders and the refugee community. In that time over 2,000 people have been assisted into long-term accommodation through our Two Step programme and over 200 people have been through the One Day at a Time (ODAAT) recovery programme. The charity also runs a mentoring scheme to enable volunteers to work with some of our clients.