

You may remember Pure Urolithin A, an ingredient launched by DoNotAge.org that showed promise in so many ways.

Unfortunately, just a few days into its launch, Nestle*s legal team contacted us with letters threatening legal action in multiple territories.

Nestle is the largest food and drink company in the entire world, currently worth around \$330 billion dollars (\$330,000,000,000).

One of their many companies has done some research using Urolithin A, and they have protection over its use for muscle growth.

They also sell it for a much higher price than DoNotAge.org

They demand we remove it from sale completely.

DoNotAge.org spoke to our legal professionals, who confirmed that Nestle could not stop us from using Urolithin A (it is naturally occurring in the body, and they only have protection over its use for muscle growth).

We responded to Nestle (via legal teams) saying that we would remove all reference to muscles on our Pure Urolithin A page.

Nestle responded, saying they would not accept this and we must remove it for good.

At this point, DoNotAge.org had already been forced to waste tens of thousands on legal fees.

These funds should have gone towards health research, but "Nestle Health Science" decided otherwise.

DoNotAge.org CEO Alan Graves decided enough was enough after this long drawn out process of back and forth via multiple legal teams.

He responded swiftly, urging them to see sense. He even offered to licence their product, despite not needing to.

He even offered to pay for further research using the ingredient.

You can see an excerpt from his plea below.

"This whole situation is very silly. Our mission is to extend healthy lifespan for as many people as possible, and whilst I understand yours is to make as much money as possible, I hope that you will not act like a pharma company

at the detriment to the general public's health.

We are happy to do a deal where we distribute your Urolithin A. We are also open to giving you access to our ingredients such as SulforaBoost and SIRT6Activator, which unlike Urolithin A are actually novel.

We have global reach and this deal can help both organisations grow, and more importantly provide access to these healthy ingredients to more humans.

It would also be great to speak directly with those at timeline / amazentis and stop this silly legal palaver.

You can make money and still do the right thing for human health. You can collaborate, rather than compete.

Also worth noting that we are a health research organisation that provides funding for research, we are very happy to do that with you too!

All you had to do was ask. This offer is still open."

So how do you think Nestle responded?

You can probably imagine.

They declined and continued to act the bully.

They will not stop until any and all urolithin a is removed from DoNotAge.org

In a final bid to keep this ingredient available to you, we sought further legal advice.

We were told that this is a common tactic used by HUGE companies like Nestle.

They know that they have no legal right to stop us from providing you access to this ingredient.

They also know that they have \$330 billion dollars behind them to litigate organisations like DoNotAge.org into oblivion.

So, despite the fact that we are in the right, we are the losers here.

DoNotAge.org have been forced to pull this ingredient, or face years of wasted legal fees and eventual death once funds ran dry.

We cannot afford to let that happen, the health research we do is too important for the future of humans.

Big corporations win again.

Being right is not all it takes to win, legally.

If the bully is big enough, they can win regardless, due to the structure of the legal system.

We have been forced into defeat on this occasion, by one of the world's largest corporations.

DoNotAge.org would like to thank each and every one of you for your ongoing support as we aim to break this horrendous monopoly on health.

We continue to fight for better quality ingredients and fairer pricing every single day.

Many thanks,

DoNotAge.org Team

*Nestle owns Nestle Health Sciences, which part owns Amazentis, which owns Timeline Nutrition, which sells Urolithin A as "mitopure"