

## **Trovita Health Science – Makers of ENU® Nutritional Shakes - Unleashes New Investment Offering on Leading Crowd Funding Site CircleUp**

*Emerging Specialty Health and Nutrition Company Seeks New Investment Capital to Fuel Expansion of ENU and to Launch New Product for Tube Feeding*

**Minneapolis, M.N., August 2X, 2015** – [Trovita Health Science](#) – makers of [ENU®](#), an innovative, non-GMO high protein, high calorie nutritional shake with no added sugar – announced this week that it has been accepted by [CircleUp](#), a leading crowd funding platform, to offer investment opportunities for select investors in a convertible note offering. Trovita is raising additional capital for the continued growth of the company’s flagship brand ENU, and to launch a new patent-pending product for enteral nutrition.

CircleUp connects its private network of accredited and strategic investors with exceptional healthcare and retail brands. CircleUp selected firms are primarily looking to raise capital for expansion and continued business growth. Having both a consumer retail brand and a second product focused specifically in healthcare makes Trovita a unique company on CircleUp.

Will Brown, CEO at Trovita Health Science noted, “Trovita is pleased to partner with CircleUp to address our working capital requirements as our customer growth and retail stocking for ENU is exceeding our expectations. We are also preparing to launch an exciting new innovation that will both simplify and revolutionize the administration of enteral nutrition for people requiring tube feeding. We are optimistic that CircleUp’s network of accredited investors will appreciate the opportunity that Trovita offers to capture significant market share in a large addressable market, and an opportunity for higher margins.”

Trovita Health Science will host an investor conference call for all interested potential accredited investors on Thursday August 27, 2015 at 12 p.m. EST. Visit [Trovita’s information on CircleUp](#) to register as an accredited investor and to receive the information to dial-into the investor call .

## **About Trovita Health Science**

Trovita Health Science is an emerging specialty health and nutrition company, dedicated to developing and commercializing products that address unmet needs in clinical and sports nutrition. Trovita is recognized for innovation in the adult and sports nutrition categories, and was named a Division Winner in the 2014 Minnesota Cup, while ENU was also selected as the 2014 CPG Editor's Choice Award Winner for the best new innovation in weight management products. ENU is certified by Informed-Choice and has been verified through laboratory testing as being free of all banned substances. ENU is trusted for use in sport.

### **TROVITA HEALTH SCIENCE**

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### **Related Links:**

<http://www.DrinkENU.com>

<http://www.TrovitaHealth.com>

<https://circleup.com/c/trovita-health-science/>