

Boston Therapeutics' sugardown(R) Shown to Reduce Glucose Levels Following Consumption of Sugary Beverages

Completed Sydney University Study Finds Glycemic Index Reduced Following Consumption of Sugary Beverages Along With sugardown(R)

MANCHESTER, NH -- (Marketwired) -- 01/06/15 -- Boston Therapeutics, Inc. (OTCQB: BTHE), a developer of complex carbohydrate therapeutics to treat diabetes and inflammatory diseases, announced that a study at Sydney University's Glycemic Index Research Service (SUGiRS) demonstrated an average reduction in glycemic index (GI) of approximately 10 percent following soft drink consumption with sugardown[®]. The now-completed trial, which was co-sponsored by Boston Therapeutics and SugarDown Co Ltd (Hong Kong), was the first to evaluate sugardown[®]'s effectiveness with sugary beverages. The primary outcomes of the study were postprandial incremental glucose area under the curve (iAUC) and postprandial incremental insulin area under the curve (iAUC).

The single-center, randomized, controlled, crossover study was conducted at SUGiRS. A total of 10 healthy, overweight adults were enrolled in the study. The subjects were administered three test portions: a serving of Sprite[®] soft drink containing 50 grams of carbohydrate; an equal portion of Sprite with two sugardown[®] tablets; and an equal portion of Sprite with four sugardown[®] tablets. Blood samples were collected at regular intervals both before and after first ingestion of the soft drink. Each subject completed a total of six test sessions over four weeks. Complete trial results including measurement of insulin levels are expected to be available later this month.

GI represents the total rise in a person's blood sugar level following consumption of a food or drink. Blood samples are used to construct a blood sugar response curve for a period of time following consumption. This time is critical to reducing the amplitude of the sugar rise. One may consume sugar but if spread over hours with no excursions outside the normal ranges, the HbA1c will not be increased. The incremental area under the curve over a defined period (iAUC) is calculated to reflect the total rise (load) in blood glucose levels after eating the test food. The GI value is calculated by dividing the iAUC for a test food by the iAUC for a reference food and multiplying by 100. The average of the GI ratings from all subjects tested is published as the GI for that food.

Presently, sugardown[®] in its present formulation is a new natural dietary supplement product that can help people maintain healthier blood sugar levels and is the first chewable tablet of its kind. It was designed for people who are committed to a balanced diet and

exercise to help keep their blood sugar levels healthy. In a previous study, sugardown[®] demonstrated up to a 60 percent reduction of glucose and insulin AUC when taken with rice (more complex polysaccharide), a food with a 100 percent glycemic index. Sugary soft drinks that also have high glycemic index, include disaccharides such as sucrose and maltose which is also found in beer.

According to the U.S. Centers for Disease Control and Prevention (CDC), one-half of the U.S. population consumes sugar drinks on any given day, and 25 percent consumes at least 200 kcal (more than one 12-oz can of cola). Each can of Cola that is non-diet may contain over 36 teaspoons of sugar, an amount that is three times the daily limit recommended by the American Heart Association in its recent guidance regarding sugar consumption. The CDC reports that sugar drinks have been linked to poor diet quality, weight gain, obesity, and, in adults, Type 2 diabetes.

David Platt, Ph.D., Chief Executive Officer, Boston Therapeutics, said, "We are pleased by the results of this study, which indicates that sugardown[®] can be effective in reducing glycemic index and limit plain sugar loads in addition to blocking the polysaccharide breakdown of complex carbohydrates when consumed with sugary beverages. While another successful study of the effect of sugardown[®] in conjunction with solid food has been previously reported, this is the first to measure its effectiveness with sugary drinks.

Combined, these two study results provide us a better understanding of sugardown[®]'s potential benefits as a dietary supplement. A low glycemic index diet has several documented benefits, including lower glucose and cholesterol levels, weight loss, and reduced risk of heart disease and Type 2 diabetes. We expect further studies to elucidate the value of sugardown[®] for maintaining healthy blood sugar levels. These studies also continue to reflect a clean safety profile, a concern of many systemic drug compounds that are trying to address this world health crisis."

About SugarDown Co Ltd

SugarDown Co Ltd (Hong Kong) is an affiliate of Advance Pharmaceuticals Company (APC), organized under the laws of Hong Kong. Boston Therapeutics has entered into an agreement with APC to develop markets for sugardown[®] in Hong Kong, China and Macau in addition to 12 other countries in Asia.

About Boston Therapeutics, Inc.

Boston Therapeutics, headquartered in Manchester, NH, (OTCQB: BTHE) is an innovator in designing compounds using complex carbohydrate chemistry. The company's product pipeline is focused on developing and commercializing therapeutic molecules that address diabetes and inflammatory diseases, including: BTI-320, a non-systemic chewable therapeutic compound designed to reduce post-meal glucose elevation, and IPOXYN, an injectable anti-necrosis drug designed initially to treat lower limb ischemia associated with diabetes. The company also developed and markets sugardown[®], a non-systemic complex carbohydrate-based dietary food supplement designed to support healthy blood glucose. More information is available at www.bostonti.com.

Cautionary Note Regarding Forward Looking Statements

This press release contains, in addition to historical information, forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. These statements relate to future events or future financial performance, and use words such as "may," "estimate," "could," "expect" and others. They are based on our current expectations and are subject to factors and uncertainties which could cause actual results to differ materially from those described in the statements. Factors that could cause our actual performance to differ materially from those discussed in the forward-looking statements include, among others, that our plans, expectations and goals regarding our clinical development of BTI-320 are subject to factors beyond our control. We can provide no assurance we or our commercial partner will be able to generate market demand for sugardown®, and thus we may not be able to generate revenue from sugardown® sales.

Moreover, we have incurred operating losses since our inception, and our ability to successfully develop, market, manufacture, distribute and sell drugs or over-the-counter products may be affected by our ability to manage costs and finance our continuing operations. For a discussion of additional risk and other factors affecting our business, see our Annual Report on Form 10-K for the year ended December 31, 2013, and our subsequent filings with the SEC.

You should not place undue reliance on forward-looking statements, and actual results may differ materially from the results anticipated in our forward-looking statements. Although subsequent events may cause our views to change, we disclaim any obligation to update forward-looking statements.

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