



Solgar Introduces Chewable DHA Chewie-Gels™

New Product Supports Healthy Brain Function*

Leonia, NJ – September 27, 2007 – As life continues to get more hectic, stress levels increase, positive mood levels decline, and cognitive function may not be as optimal as one would like. Although omega-3 fatty acids are known to help support mental acuity, an estimated 70 percent of American adults are deficient in these essential fats.¹ To assist consumers in supplementing their diet with these important fatty acids, Solgar today announced the introduction of *Chewable DHA Chewie-Gels™*, offering DHA in a chewable, great-tasting natural fruit flavor to help support healthy brain function.*

“Solgar has many essential fatty acid formulas in our line but we felt it was time to introduce a chewable option for those consumers who prefer this delivery method for their supplements,” said Dr. Richard Passwater, Solgar Director of Research and Development. “As with all of our formulas, we extensively researched ingredients to deliver the finest quality supplement in a formula that also eliminates the fishy aftertaste found in most products derived from fish oil.”

Docosahexaenoic acid (DHA) is an omega-3 fatty acid required for essential metabolic reactions, but it cannot be synthesized by the human body. It is the major fatty acid in brain phospholipids, which are the building-blocks of cell membranes. Deficiencies of this essential fat are associated with poor cognitive function, negative mood, and increased levels of anxiety.*²⁻⁶ Supplementation with DHA has been shown to preserve cognitive function, support a positive outlook, and counter stress and aggression.⁷⁻¹² It is also especially important that pregnant women get enough DHA, as it is crucial for fetal brain development.*¹³

Solgar’s *Chewable DHA Chewie-Gels™* are carefully manufactured with 100% pure fish oil derived from select fish species which undergo a proprietary cold-extraction and purification process. Every batch is QC

*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

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tested for PCB's, dioxins, and heavy metals. Each serving of Solgar's *Chewable DHA Chewie-Gel™* product provides 300 mg of ultra-pure, cold-extracted, highly stable DHA to support healthy brain function.*

Solgar's Chewable DHA Chewie-Gels™ are free of sugar, salt, starch, yeast, wheat, gluten, and dairy products and are formulated without the use of artificial preservatives, flavors, or colors. It will be available in natural foods stores nationwide. More information can be found at www.solgar.com.

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For 60 years, Solgar Vitamin and Herb has been educating and providing consumers worldwide with premium quality, innovative, science-based nutritional supplements that enhance overall wellness. Solgar boasts an industry-leading team of experts – including renowned research biochemist Dr. Richard Passwater – as well as its own in-house state-of-the-art manufacturing and quality assurance laboratory facilities. Committed to quality, Solgar utilizes stability testing, expiration dating, USP water filtration, and quality control analyses to ensure potency and purity in every product. With its world headquarters located in Leonia, NJ, Solgar exclusively distributes its more than 450 products directly to natural retailers across the globe. Additional information about Solgar can be found on the Internet at www.solgar.com.

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