



Solgar Introduces *lit'l squirts*[™] Chewable DHA Chewie-Gels[™]

New Children's Product Offers DHA in a Great-Tasting
Natural Fruit Punch Flavor

Leonia, NJ – September 27, 2007 – Children's health is an area of great concern today and ensuring proper nutrition in their daily diet is often a difficult task. Getting them to take any supplement, especially a fish oil product which often has a distinct aftertaste, can be a struggle. To help parents please even the most difficult taste buds, Solgar today announced the introduction of *lit'l squirts*[™] Chewable DHA Chewie-Gels[™] offering the essential fatty acid, DHA, in a great-tasting natural fruit punch flavor. Available in a fun fish shape, this formula also helps support children's healthy brain development, focus, and cognition.*

"DHA is so important for children's cognitive development," said Dr. Richard Passwater, Solgar Director of Research and Development. "We did extensive research before adding this important fatty acid to our children's line so we could ensure it would be of the finest quality, and yet also be as fun as it is nutritious for kids."

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. Research has shown that low levels of omega-3 fatty acids may contribute to children's difficulty concentrating, learning, and behaving.*^{1,2} Several studies have found that children taking supplements with DHA demonstrated improved cognition, behavior, focus, and vocabulary.*^{3,4,5}

Solgar's *lit'l Squirts*[™] 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 tested for PCB's, dioxins, and heavy metals. Each Chewie-Gel[™] provides 100 mg of ultra-pure, cold-extracted, highly stable DHA to support healthy brain development in children.*

*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.

PRESS RELEASE

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Solgar's *lit'l squirts*[™] *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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