



Solgar Introduces Chewable Borage Oil 550 mg Chewie-Gels™

New Great-Tasting Chewable Product Offers PMS Support,
Helps Maintain Skin Health, and Promotes Joint Mobility*

Leonia, NJ – September 27, 2007 – Solgar Vitamin and Herb proudly introduces *Chewable Borage Oil 550 mg Chewie-Gels™* to its premium line of nutritional products. Available in a great-tasting natural orange flavor, this product provides 1,650 mg of pure, expeller-pressed borage oil that delivers 300 mg of gamma-linolenic acid (GLA) per serving, which may help support PMS-associated breast tenderness, negative mood, and fluid retention.*¹ In addition, it may help maintain skin health and promote joint mobility.*^{2,3,4,5}

“Borage seed oil is the richest source of GLA in the plant kingdom,” said Dr. Richard Passwater, Solgar Director of Research and Development. “We’re happy we can offer consumers this important fatty acid in a great-tasting chewable form.”

GLA is an omega-6 essential fatty acid. While other omega-6s, such as linoleic acid (LA) and arachidonic acid, tend to be pro-inflammatory, GLA is a notable exception. In the body, GLA is converted to prostaglandin E1 (PGE1), which supports a healthy response to inflammation.*

Although the body can make GLA from LA, people with PMS and certain skin conditions may have difficulty making the conversion.*^{2,3,6} In the case of PMS, researchers have found that women who are deficient in GLA are more sensitive to prolactin, the hormone that causes breast tenderness and negative mood.*⁶ Research also suggests that a GLA deficiency can negatively affect the skin.*^{2,3} Two double-blind human trials have also found that borage oil supports joint mobility.*^{4,5}

*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 *Chewable Borage Oil 550 mg 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.

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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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