



Solgar Introduces Wild Alaskan Full Spectrum™ Omega Softgels

LEONIA, NJ — May 6, 2010 — Solgar proudly introduces Wild Alaskan Full Spectrum™ Omega Softgels. This new formula offers consumers a premium blend of 100% pure, wild Alaskan salmon oil (including sockeye salmon oil), vitamin D3, and astaxanthin. Solgar's Wild Alaskan Full Spectrum™ Omega Softgels are derived from sustainably-caught fish from the pristine, cold waters of Alaska and are tested for optimum purity and potency.

“Wild Alaskan sockeye salmon's natural oil is among the purest of all ocean fish,” said Douglas Millar, Solgar Director of Products. “It's also one of the richest sources of the important omega-3 fatty acids EPA and DHA.”

EPA is beneficial for circulation and makes more efficient use of myocardial oxygen for heart health maintenance.* DHA works to maintain healthy circulation and plays a role in supporting the brain, eyes, and nervous system.* The levels of EPA, DHA, and other fatty acids found in this synergistic formula – and the proportions of each in relation to one another – reflect those found in wild salmon.

Solgar's Wild Alaskan Full Spectrum™ Omega Softgels undergo a proprietary purification process to ensure the removal of heavy metals – including mercury, PCBs, and other environmental impurities – while maintaining optimal integrity and potency. This premium formula complies with the quality specifications for omega-3 oils set forth by the CRN monograph, which is advocated by the Global Organization for EPA and DHA Omega-3s (GOED).

Solgar's Wild Alaskan Full Spectrum™ Omega Softgels provide an excellent source of vitamin D3, an essential vitamin that supports many areas of wellness, including bone, immune, breast, cardiovascular, colon, and pancreatic health.* This premium specialty formula also supplies the

*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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powerful natural antioxidant astaxanthin, a fat-soluble carotenoid pigment that gives salmon its distinctive bright color.*

Solgar's Wild Alaskan Full Spectrum™ Omega Softgels provide 2400 mg of pure, wild Alaskan salmon oil (supplying 225 mg of EPA and 200 mg of DHA), 200 IU of vitamin D3 (as cholecalciferol), and 20 mcg of astaxanthin per two-softgel daily serving. This product is free of gluten, wheat, dairy, yeast, sugar, sodium, artificial flavor, sweetener, preservatives, and color. It will be available in fine health food stores nationwide.

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For over 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. 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 425 products directly to natural health food retailers across the globe. Additional information about Solgar can be found at www.solgar.com.

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