



Solgar Introduces Liquid Calcium Magnesium Citrate with Vitamin D3

LEONIA, NJ – March 11, 2011 – Solgar proudly introduces Liquid Calcium Magnesium Citrate with Vitamin D3 in three delicious natural flavors – blueberry, orange-vanilla, and strawberry. Each serving provides 1200 mg of calcium, 600 mg of magnesium, and 1000 IU of vitamin D3 – three key ingredients that help support bone health.* In addition, these easy-to-absorb formulas are also kosher certified.

Calcium provides the building blocks that help keep bones and teeth strong and healthy.* It also supports the health of the colon, heart, musculoskeletal, and nervous systems.* When combined with a healthy diet and physical activity, adequate calcium and vitamin D throughout life may reduce the risk of osteoporosis.

Magnesium helps to regulate calcium transport and stimulates the secretion of calcitonin, a hormone that aids in the influx of calcium into bone.* Magnesium also works with ATP to produce the energy needed for most reactions in the body.* It plays an important role in protein formation and healthy muscle function.*

Vitamin D is required to promote calcium absorption.* It also supports a healthy immune system and the health of various tissues, including breast, colon, and prostate tissue.* Additionally, vitamin D may support muscle strength in older adults.*

Solgar® Liquid Calcium Magnesium Citrate with Vitamin D3 formulas are free of gluten, wheat, dairy, soy, yeast, sodium, artificial flavor, artificial sweetener, preservatives, and color. These products will be available in fine health food stores nationwide.

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

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

PRESS RELEASE

CONTACT

Patricia Daviet ASSISTANT DIRECTOR, MARKETING
201.635.4835 • DAVIETP@SOLGAR.COM