SOLGAR, INC.

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Solgar Introduces Phosphatidylserine 200 mg Softgels

New Product Supports Brain Health*

LEONIA, NJ — August 19, 2009 — Solgar proudly introduces Phosphatidylserine 200 mg Softgels, offering consumers a plant-based source of phosphatidylserine to help support brain health, sharpen mental focus, and improve memory.* This premium memory supplement offers 200 mg of phosphatidylserine (derived from 1000 mg of phosphatidylserine complex from soy lecithin) per softgel.

"Brain health is an area of wellness that people are very interested in supporting, especially as they age," said Dr. Richard Passwater, Solgar Vice President of Research and Development. "Because phosphatidylserine levels can decline with aging, supplementation of this key brain nutrient is important."

Phosphatidylserine is a phospholipid, a fat-soluble substance that is an essential component of brain cells. It is especially present in the brain's neurons – the complex series of central nervous system pathways responsible for exchanging sensory information.

Phosphatidylserine is involved in neurotransmitter release, ion transport, sugar levels in the brain, and the maintenance of cell membrane flexibility. It has a positive effect on daily functioning by sharpening mental focus and helping improve memory.* Research supports the positive role phosphatidylserine plays in helping to improve memory.[1-4]

In a study conducted with older subjects between the ages of 60 and 80, one group received phosphatidylserine while another group received a placebo.[4] Results found that subjects taking phosphatidylserine had better scores in terms of memory, including visual memory, memorizing information, and remembering numbers.[4] Phosphatidylserine also helped maintain a more positive mood as compared to the placebo.[4] This study used the same phosphatidylserine found in Solgar Phosphatidylserine 200 mg Softgels.[4]

Solgar's Phosphatidylserine 200 mg Softgels are free of sugar, salt, corn, yeast, wheat, gluten, and dairy products and are formulated without the use of artificial preservatives or flavors. Each softgel offers 200 mg of phosphatidylserine (derived from 1000 mg of phosphatidylserine complex from soy lecithin). This product will be available in fine health food stores nationwide.

***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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For over 60 years, Solgar, Inc. 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 450 products directly to natural health food retailers across the globe. Additional information about Solgar can be found at www.solgar.com.

REFERENCES:

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