



SOLGAR, INC.

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Solgar Introduces Acai Extract Softgels

High-Quality Brazilian Berry Formula Offers
Powerful Antioxidant Support*

LEONIA, NJ — March 6, 2009 — Solgar proudly introduces Acai Extract Softgels, offering consumers a natural source of polyphenols for optimal antioxidant support.* Sourced directly from Brazil, this high-quality acai berry supplement features a 20:1 extract formula equivalent to 1000 mg of crude herb.

“The acai berry is a powerful antioxidant and its importance to health and wellness is continually being confirmed by scientific research,” said Dr. Richard Passwater, Solgar Vice President of Research and Development. “We’re excited to offer it to our consumers.”

Recent studies have shown that acai fruit possesses naturally high concentrations of antioxidants known as polyphenols, including anthocyanins, proanthocyanidins, and other flavonoids.^{1,2,3} Anthocyanins are a group of phytochemical pigments that give deep color to fruits and vegetables, including the dark-purple or reddish-purple acai berry, and are naturally high in antioxidant value.

Antioxidants help our bodies fight free radicals, which cause oxidative stress when present in excess. Oxidative stress negatively impacts many aspects of health, including the immune system, cardiovascular health, and aging.*¹ Studies indicate that acai’s antioxidant properties protect against oxidative stress.^{1,2,4} Research also suggests that these attributes of polyphenols may help support vascular health.*²

Solgar’s Acai Extract Softgels are free of sugar, salt, yeast, wheat, gluten, and dairy products and are formulated without the use of artificial preservatives or flavors. Each daily serving of two softgels provides 50 mg of acai extract (*Euterpe oleracea*) in a 20:1 extract that is equivalent to 1000 mg of crude herb. 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 on the Internet at www.solgar.com.

REFERENCES:

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