



SOLGAR, INC.

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Solgar Introduces Lutein 20 mg and 40 mg Softgels

New Products Offer FloraGLO® Lutein for Eye Health*

LEONIA, NJ — September 24, 2009 — Solgar proudly introduces Lutein 20 mg and 40 mg Softgels. Each product offers FloraGLO® Lutein, a patented and purified lutein sourced from marigold flowers, to help support eye health.*

Lutein has antioxidant properties and is the principal carotenoid found in the macula of healthy eyes.* Scientific evidence indicates that lutein helps filter out high-energy blue light from the sun and artificial light, which may otherwise induce oxidative stress and possible free radical damage to the eyes and skin.² Lutein's ability to do so is important because free radical damage can lead to the premature aging of cells.

“Eye health is a major concern today, especially as people age,” said Dr. Richard Passwater, Solgar Vice President of Research and Development. “The body doesn't make lutein so it needs to be obtained by dietary sources.”

Much research supports the positive role lutein plays in supporting eye health.¹⁻⁹ In a study that examined the effect of dietary carotenoids and vitamins on eye health, lutein was one of the carotenoids most strongly associated with macular support.³ In one placebo-controlled study, using the same FloraGLO® Lutein found in Solgar Lutein 20 mg and 40 mg Softgels, visual acuity significantly improved among participants receiving lutein as compared to those in the placebo group.⁴ Another study of subjects who used computers regularly found that supplementation with lutein positively effected visual function.⁵ In addition to lutein's well-known benefits for the eyes, research suggests it also promotes skin health.¹⁰

Solgar Lutein 20 mg and 40 mg Softgels are free of gluten, dairy, wheat, sugar, salt, and yeast and are formulated without the use of artificial preservatives, flavors, or colors. These products will be available in fine health food stores nationwide.

***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

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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 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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