



SOLGAR, INC.

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Solgar Introduces Ubiquinol (Reduced CoQ-10) 100 mg Softgels

New Product Offers Optimal Antioxidant Support*

Leonia, NJ – October 16, 2008 – Solgar proudly introduces *Ubiquinol 100 mg (Reduced CoQ-10) Softgels*, offering consumers the directly available reduced form of coenzyme Q-10 (ubiquinone). Ubiquinone and ubiquinol both play vital roles in energy production and supporting heart health.* Ubiquinol also has antioxidant properties that help protect the cells from free radicals. However, some people cannot optimally convert ubiquinone to ubiquinol in their cell membranes for full antioxidant protection.¹

“These individuals may prefer to supplement with ubiquinol because it can be easily assimilated since it does not require conversion,” said Dr. Richard Passwater, Solgar Vice President of Research and Development. “It is important to understand that the issue with conversion is in the cell membrane where ubiquinol’s antioxidant properties are utilized. There is no conversion issue with ubiquinol in regard to energy production in the mitochondria.”

Found in all tissues of the body, coenzyme Q-10 acts as an electron acceptor and donor in the mitochondrial respiratory chain, controlling the rate limit of the mitochondrial respiratory cycle. In the mitochondria, the body continuously converts ubiquinone to ubiquinol back and forth many times a second as it carries out its job of energy production.^{2,3} Without CoQ-10, the heart’s energy supply would be greatly diminished. Ubiquinol is sometimes incorrectly referred to as the “active” form of CoQ-10, but both forms are active and necessary for energy production to proceed properly.

***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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Solgar's *Ubiquinol 100 mg Softgels* are free of sugar, salt, starch, corn, yeast, wheat, gluten, and dairy products and are formulated without the use of artificial preservatives, flavors, or colors. Offering a convenient dosage of one softgel daily, this product will be available in fine health food stores nationwide. More information can be found at www.solgar.com.

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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 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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2. Nohl H et al. The biochemical, pathophysiological, and medical aspects of ubiquinone function. *Ann N Y Acad Sci.* 1998;854:394-409.
3. Littarru GP, Tiano L. Bioenergetic and antioxidant properties of coenzyme Q10: recent developments. *Mol Biotechnol.* 2007;37(1):31-7.

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