



SOLGAR, INC.

WORLD HEADQUARTERS 500 WILLOW TREE ROAD, LEONIA, NJ 07605 USA PHONE 201-944-2311 FAX 201-944-7351

Solgar Introduces Vitamin D3 (Cholecalciferol) 5000 IU Vegetable Capsules

New Product Offers Higher-Potency Vitamin D

LEONIA, NJ — January 28, 2009 — Solgar proudly introduces Vitamin D3 (Cholecalciferol) 5000 IU Vegetable Capsules, offering consumers a higher potency of this important nutrient.* Referred to as the “sunshine vitamin” because the human body can manufacture it when exposed to sunlight, vitamin D is known for being essential for calcium absorption and therefore bone strength.* New research shows that it also plays a role in immune health and muscle strength¹ and may help support cardiovascular, prostate, breast, colon, and pancreatic health as well.*^{2,3,4,5,6}

“Research continues to emerge showing the vital role vitamin D plays in many areas of health,” said Dr. Richard Passwater, Solgar Vice President of Research and Development. “We’re very excited to offer this higher-potency vitamin D as another option for consumers.”

Unfortunately, an alarming number of people are deficient in vitamin D – over 40 percent of American adults.⁷ Those who live in northern climates, are dark skinned, regularly wear sun block, or are overweight or elderly are most at risk for deficiency.^{7,8}

While the recommended daily intake (RDI) for vitamin D is 400 IU, researchers are realizing this level is inadequate to meet the needs of most Americans, who produce much less of the vitamin through exposure to sunlight than originally thought. A landmark review of vitamin D concluded that significantly more than 400 IU may be needed to protect bone strength.*⁹ Plus, research indicates far more is needed to get vitamin D’s other beneficial effects.^{8,10} As a result, a growing number of researchers are recommending increasing the RDI of vitamin D.

Solgar Vitamin D3 5000 IU Vegetable Capsules are free of sugar, salt, starch, yeast, wheat, soy, gluten, and dairy products and are formulated without the use of artificial preservatives, flavors, or colors. Kosher certified, Solgar Vitamin D3 5000 IU Vegetable Capsules will be available in fine health food stores nationwide. More information can be found at www.solgar.com.

***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

Contact: Patricia Daviet
Assistant Director, Marketing
(201) 635-4835 • davielp@solgar.com

###

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:

1. Raloff J. Vitamin boost: from muscle strength to immunity, scientists find new vitamin D benefits. *Science News*. Oct 9, 2004.
2. 2005 Multidisciplinary Prostate Cancer Symposium, cosponsored by the American Society of Clinical Oncology, the Prostate Cancer Foundation, the American Society for Therapeutic Radiology and Oncology, and the Society of Urologic Oncology, Orlando, Fla., Feb. 17-19, 2005.
3. Garland CF et al. The role of vitamin D in cancer prevention. *Am J Public Health*. 2006;96(2):252-61.
4. Skinner HG et al. Vitamin D intake and the risk for pancreatic cancer in two cohort studies. *Cancer Epidemiol Biomarkers Prev*. 2006;15(9):1688-95.
5. Daniells S. Raising vitamin D intake could lower breast, colorectal cancer risk. *Nutraingredients*: www.nutraingredients-usa.com. Feb. 6, 2007.
6. Davis JL. Vitamin D may lower prostate cancer risk. Web MD: <http://www.webmd.com/prostate-cancer/news/20050218/vitamin-d-may-lower-prostate-cancer-risk>. Feb 18, 2005.
7. Allen S. Vitamin D deficiency tied to host of dangers. *The Boston Globe*. Dec. 30, 2004.
8. Raloff J. Understanding vitamin D deficiency. *Science News*. April 30, 2005.
9. Vieth R. Vitamin D supplementation, 25-hydroxyvitamin D concentrations, and safety. *Am J Clin Nutr*. 1999;69(5):842-56.
10. Aloia JF et al. Vitamin D intake to attain a desired serum 25-hydroxyvitamin D concentration. *Am J Clin Nutr*. 2008;87:1952-8.

PRESS RELEASE

Contact: Patricia Daviet
Assistant Director, Marketing
(201) 635-4835 • davietp@solgar.com