

From: Snyder, Nelson

Sent: 11/2/2011 9:12:01 PM

To: TTAB EFiling

CC:

Subject: U.S. TRADEMARK APPLICATION NO. 77131419 - CHILDREN'S DHA -
282019600007 - Request for Reconsideration Denied - Return to TTAB - Message 1 of 8

Attachment Information:

Count: 6

Files: web1-1.jpg, web1-2.jpg, web1-3.jpg, web2-1.jpg, web2-2.jpg, 77131419.doc

**UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO)
OFFICE ACTION (OFFICIAL LETTER) ABOUT APPLICANT'S TRADEMARK APPLICATION**

APPLICATION SERIAL NO. 77131419

MARK: CHILDREN'S DHA



CORRESPONDENT ADDRESS:

MEREDITH M WILKES
JONES DAY
901 LAKESIDE AVENUE
CLEVELAND, OH 44114

GENERAL TRADEMARK INFORMATION:
<http://www.uspto.gov/main/trademarks.htm>

APPLICANT: Nordic Naturals, Inc.

CORRESPONDENT'S REFERENCE/DOCKET NO:

282019600007

CORRESPONDENT E-MAIL ADDRESS:

mwilkes@jonesday.com

**REQUEST FOR RECONSIDERATION GRANTED IN PART,
DENIED IN PART**

ISSUE/MAILING DATE: 11/2/2011

The trademark examining attorney has carefully reviewed Applicant's August 23, 2011 request for reconsideration, in which the applicant proposed an amendment to the identification of goods, disclaimed the term "DHA", provided additional information about the specified goods, and argued against the refusals under Trademark Act Sections 2(a) and 2(e)(1).

The disclaimer is acceptable and has been entered in the record. Insofar as the amended identification is definite and within the scope of Applicant's previous identification, the proposed amendment is acceptable and has been entered in the record. However, neither the disclaimer nor the amended identification obviates the refusals under Trademark Act Sections 2(a) and 2(e)(1). (*See below.*)

Reconsideration Granted Only as to Final Requirement for Additional Information

Applicant's August 23, 2011 request for reconsideration includes a statement "that all of the identified goods contain DHA and all of the identified goods are designed for use by children."

Accordingly, reconsideration is *granted* only as to the February 28, 2011 Office Action's final requirement for additional information.

However, (like the applicant's August 23, 2011 identification amendment and disclaimer), the additional information does not obviate any of the refusals made final in the Office action dated February 28, 2011. (*See below.*)

Reconsideration Denied as to Section 2(a) Refusal – Final Refusal Continued

The February 28, 2011 Office Action maintained and made final the refusal under Trademark Act Section 2(a) because the applied-for "mark" consists of or includes deceptive matter in relation to the identified goods. The February 28, 2011 Office Action also noted that the applicant can obviate the Section 2(a) refusal by

- 1) Providing a written statement explaining whether *all* of the identified goods contain DHA and whether *all* of the identified goods are formulated for children, *and*,
- 2) If all of the identified goods do in fact contain DHA formulated for children, then Applicant must also amend the identification of goods to state this fact.

With respect to requirement 2) above, the February 28, 2011 Office Action suggested the following language, if accurate:

"Nutritional supplements for children that contain DHA" [in International Class 005].

In its August 23, 2011 request for reconsideration, the applicant stated "that all of the identified goods contain DHA and all of the identified goods are designed for use by children." The applicant also amended the identification of goods to the following:

"Nutritional supplements containing DHA" [in International Class 005].

It is noted that Applicant's August 23, 2011 written statement about the goods satisfies requirement 1) above. However, with respect to requirement 2) above, Applicant argued against any amendment to the identification indicating the specified goods are formulated for children, claiming such an amendment would "improperly narrow the scope of protection".

Applicant's arguments have been considered and found unpersuasive for the reason(s) set forth below.

In this case, Applicant's arguments about narrowing of scope are irrelevant. Instead, the issue at hand is whether the Applicant's identification includes the relevant feature or characteristic so as to resolve ambiguity between the applied-for "mark" and the identification. The Trademark Manual of Examining Procedure is quite clear on this point:

“If the goods possess the relevant feature or characteristic and the feature or characteristic referenced by the mark would be believable and material, the identification must include the feature or characteristic in order to resolve the ambiguity between the mark and the identification of goods/services. The identification must be amended even if the record indicates elsewhere that the goods/services contain the feature or characteristic”.

TMEP §1203.02(e)(ii). [Emphasis added.]

Attached and previously supplied evidence demonstrates that the correct formulation of supplements for children is undeniably important to consumers:

“Medicine and dietary supplements are easy to get and are often the source of both intentional and unintentional overdose ... For obvious and not-so-obvious reasons, children are often the victims of over-the-counter (OTC) overdose.”

“Supplementation can be too much of a good thing, particularly for very young children. Most multivitamins contain iron. A safe dose for young children is about 15 to 18 milligrams. The 60 to 100 milligrams found in adult vitamins can eat through the lining of a child’s stomach or cause systemic poisoning.”

“Consuming too much omega-3s can cause excessive bleeding, according to the American Heart Association. The overdose is more likely to occur from supplements than from eating omega-3 rich food.”

“Since an overdose of supplements can become toxic, you should check with your doctor before taking a vitamin D supplement or giving one to your child.”

“[I]t’s especially important when considering children’s supplements to consider safety and choose substances that are not too strong for a child’s system.”

“The potencies are generally scaled down to an eighth or a fourth of an adult dosage.”

(See attached and previously supplied news excerpts from www.lexis.com.)

Despite Applicant’s written statement and proposed amendment, the applicant’s identification of goods still fails to indicate that the goods are formulated for children. As noted above, such an amendment to the identification is required in order to overcome the Section 2(a) refusal. Applicant’s written statement about the goods is insufficient without the *required* amendment to the identification.

As a result of the foregoing, the request for reconsideration is *denied* as to the refusal under Trademark Act Section 2(a), and the refusal made final in the Office action dated February 28, 2011 is maintained and continues to be FINAL.

Reconsideration Denied as to Section 2(e)(1) Generic Refusal – Final Refusal Continued

The February 28, 2011 Office Action maintained and made final the refusal under Trademark Act Section 2(e)(1) because the applied-for “mark” “Children’s DHA” is generic for the identified “nutritional supplements containing DHA”. In its August 23, 2011 request for reconsideration, Applicant argued against the stated refusal.

Applicant’s arguments have been considered and found unpersuasive for the reason(s) set forth below.

Once again, Applicant’s flawed arguments ignore the tenet that the determination of whether a mark is merely descriptive (or in this case, generic) is considered in relation to the identified goods, not in the abstract. *In re Abcor Dev. Corp.*, 588 F.2d 811, 814, 200 USPQ 215, 218 (C.C.P.A. 1978); TMEP §1209.01(b); *see, e.g., In re Polo Int’l Inc.*, 51 USPQ2d 1061 (TTAB 1999) (finding DOC in DOC-CONTROL would be understood to refer to the “documents” managed by applicant’s software, not “doctor” as shown in dictionary definition); *In re Digital Research Inc.*, 4 USPQ2d 1242 (TTAB 1987) (finding CONCURRENT PC-DOS merely descriptive of “computer programs recorded on disk” where relevant trade used the denomination “concurrent” as a descriptor of a particular type of operating system). “Whether consumers could guess what the product is from consideration of the mark alone is not the test.” *In re Am. Greetings Corp.*, 226 USPQ 365, 366 (TTAB 1985).

In its August 23, 2011 communication, Applicant states that “all of the identified goods contain DHA and all of the identified goods are designed for use by children.” However, Applicant dismisses its own considerable generic use of the wording (as well as that of third parties) because its “mark” is “Children’s DHA ... not Children’s DHA supplement”. This argument defies logic and is analogous to saying that “Grilled Chicken” is not generic for “sandwiches” or “Green” is not generic for “tea” if supporting evidence shows generic use of the wording “grilled chicken sandwiches” and “green tea”.

Applicant again ignores the fact that a word or term does not need to be a noun to be generic. *See In re Reckitt & Coleman, N. Am. Inc.*, 18 USPQ2d 1389, 1390-91 (TTAB 1991) (holding PERMA PRESS generic for soil and stain removers for use on permanent press products); *Miller Brewing Co. v G. Heileman Brewing Co.*, 561 F.2d 75, 80, 195 USPQ 281, 285 (7th Cir. 1977) (holding LITE generic for beer); TMEP §1209.01(c)(ii).

Applicant also ignores the fact that a word or term that is the name of a key ingredient, characteristic or feature of the goods and/or services can be generic for those goods and/or services and thus, incapable of distinguishing source. A term does not need to be the name of the goods and/or services to be found incapable of serving as an indicator of origin. *In re Sun Oil Co.*, 426 F.2d 401, 165 USPQ 718 (C.C.P.A. 1970) (holding CUSTOM BLENDED generic for gasoline); *In re Helena Rubenstein, Inc.*, 410 F.2d 438, 161 USPQ 606 (C.C.P.A. 1969) (holding PASTEURIZED generic for face cream); *Roselux Chem. Co. v. Parsons Ammonia Co.*, 299 F.2d 855, 132 USPQ 627 (C.C.P.A. 1962) (holding SUDSY generic for ammonia); *In re Eddie Z's Blinds & Drapery, Inc.*, 74

USPQ2d 1037 (TTAB 2005) (holding BLINDSANDDRAPERY.COM generic for online retail store services featuring blinds, draperies and other wall coverings); *In re Candy Bouquet Int'l, Inc.*, 73 USPQ2d 1883 (TTAB 2004) (holding CANDY BOUQUET generic for “retail, mail, and computer order services in the field of gift packages of candy”); *In re Reckitt & Colman, N. Am. Inc.*, 18 USPQ2d 1389 (TTAB 1991) (holding PERMA PRESS generic for soil and stain removers); *In re Ricci-Italian Silversmiths, Inc.*, 16 USPQ2d 1727 (TTAB 1990) (holding ART DECO generic for flatware); *In re Hask Toiletries*, 223 USPQ 1254 (TTAB 1984) (holding HENNA ‘N’ PLACENTA generic of ingredients for hair conditioner); *A.J. Canfield Co. v. Honickman*, 808 F.2d 291, 1 USPQ2d 1364 (3d Cir. 1986) (holding CHOCOLATE FUDGE generic for diet sodas); see TMEP §§1209.01(c) *et seq.*

A two-part test is used to determine whether a designation is generic:

- (1) What is the class or genus of goods and/or services at issue?; and
- (1) Does the relevant public understand the designation primarily to refer to that class or genus of goods and/or services?

In re 1800Mattress.com IP LLC, 586 F. 3d 1359, 1363, 92 USPQ2d 1682, 1684 (Fed. Cir. 2009) (quoting *H. Marvin Ginn Corp. v. Int’l Ass’n of Fire Chiefs, Inc.*, 782 F.2d 987, 990, 228 USPQ 528, 530 (Fed. Cir. 1986)); TMEP §1209.01(c)(i).

Generally, a mark is generic if it refers to a genus of goods and/or services that is a smaller category or subcategory of a broadly written identification of goods and/or services. See, e.g., *In re Greenliant Sys. Ltd.*, 97 USPQ2d 1078, 1082 (TTAB 2010) (holding the mark NANDRIVE generic for “electronic integrated circuits” because NAND drives are types of solid state flash drives, a narrower category of goods within the more broadly defined category of “electronic integrated circuits”); *In re Wm. B. Coleman Co.*, 93 USPQ2d 2019, 2024-25 (TTAB 2010) (holding ELECTRIC CANDLE COMPANY generic for electric candles, a subcategory of applicant’s broadly worded lighting fixtures); *In re CyberFinancial.Net Inc.*, 65 USPQ2d 1789, 1790 (TTAB 2002) (holding BONDS.NET generic for information and electronic commerce services regarding financial products because the wording “financial products” encompassed bonds).

In the present case, Applicant’s broadly worded “nutritional supplements” or “nutritional supplements containing DHA” necessarily encompasses the narrower category of “nutritional supplements for children that contain DHA”. As noted previously, while a class or genus should not be too narrowly defined, neither should it be too broadly defined when properly considered in the context of both the applied-for mark and the identified goods/services.

In its August 23, 2011 communication, Applicant refers to the first word in its “mark” (“children’s”) as “a descriptive term”. Applicant also states that the second term in its “mark” (“DHA”) is “a descriptive term”, and continues to seek registration for its “mark”

based on a claim of acquired distinctiveness under Trademark Act Section 2(f). However, Applicant's August 23, 2011 communication also includes a disclaimer of "DHA", effectively conceding that the term is generic for the identified goods. Since the record is replete with evidence showing generic use of the term "DHA" as "DHA supplements", why is the multitude of evidence showing generic use of the wording "children's supplements", "children's nutritional supplements" and even "children's DHA supplements" somehow different?

Applicant's arguments concerning the relevant public's understanding of the mark are also unpersuasive since Applicant repeatedly ignores its own generic use of the applied-for "mark" and generic use of the wording by others. Contrary to Applicant's arguments, if its own advertisements show use of the wording in question as the generic name for its goods, the relevant public will not understand the applied-for "mark" as a source identifier:

Nordic Naturals DHA Junior is a small, strawberry flavored chewable children's DHA supplement.

Nordic Naturals Children's DHA is a small, chewable children's DHA supplement.

Ultimate Omega Children's DHA Formula is a small, natural strawberry flavored chewable children's DHA supplement.

(See previously supplied web page printouts, as well as attached web page printouts from www.omega-direct.com, www.stayleaner.com, www.google.com, www.amazon.com, www.beautynhealth.com, www.vitasprings.com, www.vitaminexpress.com, www.totaldiscountvitamins.com, www.pinkofhealth.biz, www.momentum98.com, www.radiantrecoverystore.com, www.vitacart.com, and www.agapebabies.com, all of which continue to generically refer to Applicant's goods as a "children's DHA supplement", as of November 2, 2011. See also attached web page printouts from www.swansonvitamins.com, www.naturesplus.com, www.al supplements.com, www.helpingwomenonline.com and www.amazon.com, all of which continue to generically refer to third party goods as a "children's DHA supplement", as of November 2, 2011.)

Whether the applied-for mark is viewed as a sub-class of "DHA supplements" (those that are formulated or designed for children), or as a sub-class of "children's supplements" (namely those containing DHA), or whether the numerous instances of generic use of the *exact wording* "children's DHA" by Applicant and others is considered, the applied-for "mark" is clearly generic.

Accordingly, the request for reconsideration is *denied* as to the refusal under Trademark Act Section 2(e)(1) [because the applied-for mark is generic], and the refusal made final in the Office action dated February 28, 2011 is maintained and continues to be FINAL.

Reconsideration Denied as to Claim of Acquired Distinctiveness – Section 2(f) Claim Remains Insufficient/Section 2(e)(1) Final Refusal Continued

With respect to Applicant's arguments concerning its claim of acquired distinctiveness, Applicant's request has not resolved the outstanding issue, nor does it raise a new issue or provide any new or compelling evidence with regard to the outstanding issues in the final Office action.

Accordingly, if the applied-for "mark" is ultimately determined to be merely descriptive and not generic, the request is ***denied*** as to Applicant's Section 2(f) claim. *See* 37 C.F.R. §2.64(b); TMEP §§715.03(a), 715.04(a). Thus, the Section 2(e)(1) Refusal made final in the Office action dated February 28, 2011 is maintained and continues to be FINAL. *See* TMEP §§715.03(a), 715.04(a).

Response/Resumption of Appeal

The filing of a request for reconsideration does not extend the time for filing a proper response to a final Office action or an appeal with the Trademark Trial and Appeal Board (Board), which runs from the date the final Office action was issued/mailed. *See* 37 C.F.R. §2.64(b); TMEP §§715.03, 715.03(a), (c).

If time remains in the six-month response period to the final Office action, applicant has the remainder of the response period to comply with and/or overcome any outstanding final requirement(s) and/or refusal(s) and/or to file an appeal with the Board. TMEP §715.03(a), (c). However, if applicant has already filed a timely notice of appeal with the Board, the Board will be notified to resume the appeal when the time for responding to the final Office action has expired. *See* TMEP §715.04(a).

/Nelson B. Snyder III/
Trademark Examining Attorney
Law Office 107
(571) 272-9284
nelson.snyder@uspto.gov (Informal comms
only Include Serial No.)

108B8C

Time of Request: Wednesday, November 02, 2011 11:45:46 EST
Client ID/Project Name:
Number of Lines: 251
Job Number: 1828:315580900

Research Information

Service: Terms and Connectors Search
Print Request: Selected Document(s): 5,6,12,16
Source: US Newspapers and Wires

Search Terms: ("supplement" w/10 ("overdose")) and ("child"
or "children")

Send to: SNYDER, NELSON
TRADEMARK LAW LIBRARY
600 DULANY ST
ALEXANDRIA, VA 22314-5790



5 of 138 DOCUMENTS

Copyright 2010 Advance Publications, Inc.
All Rights Reserved
Staten Island Advance (New York)

May 3, 2010 Monday

SECTION: HEALTH; Pg. C06

LENGTH: 612 words

HEADLINE: Overdose on cold meds and pain killers can be fatalEmergencyAcetaminophen is a common ingredient in Tylenol and many other medications

BYLINE: GAIL LARKIN

BODY:

STATEN ISLAND, N.Y. - The remedies for many health problems can be the very substances that hurt or kill us. Medicine and dietary **supplements** are easy to get and are often the source of both intentional and unintentional **overdose**.

Over the next few weeks, this column will focus on common remedies that can be toxic and how you can prevent tragedy. For obvious and not-so-obvious reasons, **children** are often the victims of over-the-counter (OTC) overdose.

In the Disney classic "Mary Poppins," the magical English nanny sang about a spoonful of sugar helping the medicine go down. Drug manufacturers have taken her advice to heart for years by offering kids their choice of sweetened, colorful medicine in a variety of flavors including grape, cherry and bubble gum. So is it any surprise that kids want more?

Adults, too, can accidentally take too much of a good thing by following the old adage, "If this recommended amount is good, then more will make me feel even better."

Acetaminophen is a common ingredient in Tylenol and many other pain relievers that are available in pharmacies and grocery stores across the country. Outside the United States, acetaminophen is known as paracetamol or APAP.

How dangerous can overusing it be? Acetaminophen toxicity is the leading cause of liver failure requiring transplants in the U.S. and several other countries.

Overdose on cold meds and pain killers can be fatal. Emergency Acetaminophen is a common ingredient in Tylenol and many other medications. Staten Island Advance (New York) May 3, 2010 Monday

The maximum dose that an adult can take is 4 grams a day. However, if someone taking acetaminophen also drinks alcohol the combination can be potentially lethal. For a **child**, the limit is 90 milligrams per kilogram daily.

Junior Tylenol meltaways in both grape and bubble gum flavor contain 160 milligrams of acetaminophen per tablet. It's not far-fetched that a toddler may get hold of a bottle of these meltaways and eat handful thinking that they're candy. Ingesting eight or nine will likely put a typical 35-pound toddler into liver failure.

EASY TO OVERDOSE

You may be taking too much acetaminophen and not even realize it. In addition to Tylenol, acetaminophen is also found in such medicines as Anacin aspirin-free, Vanquish, Ganapap, Exedrin PM, Benadryl Severe Allergy and Headache, Dristan, Sinutab, some Alka Seltzer products, Percocet, Vicodin, Darvocet, Theraflu, FeverAll, Triaminic, Vicks and Robitussin. You could be unknowingly taking two or more different products and double-dosing.

The symptoms of acetaminophen overdose can be separated into four phases. The first phase may have just one or two symptoms. However, if you suspect acetaminophen overdose, get emergency help. Blood tests can detect toxic levels even before severe symptoms appear. An antidote, if given early enough, can prevent permanent damage to the liver and other organs such as the kidneys.

Phase 1 refers to the time the medicine is taken ("0" hour) to about 24 hours later. There may be no symptoms or just loss of appetite, nausea, vomiting and fatigue.

Phase 2 is 24 to 72 hours after. Symptoms may include pain in the upper right region of the abdomen (where the liver is located), nausea, vomiting and loss of appetite.

Phase 3 includes the time between 72 and 96 hours. There will be continued abdominal pain, yellowing of the skin and/or whites of the eyes, nausea, vomiting, liver failure, possible kidney failure and possible death.

Phase 4 refers to four days to three weeks after poisoning and includes lessening of symptoms and organ recovery if treatment has been appropriate.

Viral illness, dehydration, alcohol use, fasting, and malnourishment will intensify the symptoms.

Gail Larkin's column on Emergency care appears Monday in the Health section. Questions and comments can be addressed to her in care of the Advance.

GRAPHIC: Many people take multiple prescription and over-the-counter medications without knowing that they contain acetaminophen. It is commonly found in Tylenol, Vanquish, Exedrin PM, Dristan, as well as Percocet, Vicodin and Darvocet. The maximum safe dose for acetaminophen is 4 grams a day for adults. Associated Press

LOAD-DATE: May 3, 2010



6 of 138 DOCUMENTS

Copyright 2010 The Commercial Appeal, Inc.
The Commercial Appeal (Memphis, TN)

April 19, 2010 Monday
Final Edition

SECTION: FEATURES; Pg. M3

LENGTH: 654 words

HEADLINE: Strive to get nutrients through diets, not supplements

BODY:

What you should know

We need daily vitamins and minerals to build our bones, blood and muscles. Basic nutrients are easily obtained from a healthful diet.

The best way to get your recommended daily amount of vitamins and minerals is by eating them - not through supplements.

Sometimes supplements are helpful for people with certain health conditions. For example, young women who may become pregnant, expectant mothers, and women who are breastfeeding may need calcium and folic acid (folate) supplements. Food fortified with extra vitamin D can be very helpful for your bones and skin, especially if you are over 50. Young women and cancer patients who are anemic might need added iron in their diets.

Many older people do not get enough sunshine. Older skin often produces less Vitamin D. A Vitamin D supplement might be needed if you are a mature adult. Fish and fortified dairy products are often good sources of Vitamin D, too.

Omega-3 fatty acids are often recommended to reduce the risk of heart disease.

A high dose of certain vitamins and minerals can harm your health.

An excess of Vitamin A can be toxic. It can cause liver damage, increase the risk of bone fractures, and even fetal malformations. Too much Vitamin B6 can cause nerve damage. A lot of niacin can damage the liver and cause digestive problems.

Starting a multivitamin when you are older might not give you the same protection as if you took it throughout your life.

Strive to get nutrients through diets, not supplements The Commercial Appeal (Memphis, TN) April 19, 2010 Monday

Diet supplements do not offset an unhealthful lifestyle of little exercise and a poor diet.

Vitamin supplements are often used most by people who don't need them. Healthy **children** and teenagers who are active and eat a balanced diet probably do not need extra vitamin **supplements** beyond a one-a-day multivitamin.

Overdoses of vitamins are common among 2- to 4-year olds who associate **children's** vitamins with eating candy.

What you should do

Make sure you are eating a healthful diet. Eat a diet that includes mainly leafy green and dark orange vegetables, fruits, fish, whole grains, low-fat dairy products and unsaturated fats found in nuts, oils, and avocados.

Ask your regular care provider during your annual check-up whether you should be taking vitamin or mineral supplements.

Tell your doctor if you are taking vitamin and mineral supplements. In some cases supplements can increase bleeding or interact with your other medications.

A daily multivitamin is a good way to ensure that you get the daily requirement of essential vitamins and minerals. For most people, the daily vitamin should not have more than 100 percent of the RDA.

Go easy on the **supplements**. Don't **overdose**. Follow the dosage instructions on labels.

Get a little sunshine. Most of our Vitamin D is made by our bodies after exposure to sun.

Don't count on the medical claims made by companies that specialize in selling vitamin and mineral supplements. Understand labels and what diet supplements will not do. Supplements are not a guarantee that you will avoid any particular disease.

If you are an older woman, see that your multivitamin does not include iron. Most women don't need it if they are postmenopausal.

If you have risks for heart and vascular disease, eat more green vegetables, legumes and potatoes (without butter and sour cream.) Eat more healthful meats that are low fat. Eat fish. Consider fish oil as an Omega-3 supplement. Exercise and manage your weight.

If you are on high blood pressure medication, you might need extra potassium in your diet. Baked potatoes, bananas, spinach and lentils are good sources.

Read food labels, and buy foods that are low in saturated fat, salt and sugar.

Be sure to keep vitamin and mineral supplements away from small **children**.

For more information

Visit ods.od.nih.gov and consumerlab.com/rdas for more information.

Better Health: Take Charge! is provided by the Healthy Memphis Common Table: www.healthymemphis.org. This article supports the care and advice of your doctor.

NOTES: Healthy Memphis

Strive to get nutrients through diets, not supplements The Commercial Appeal (Memphis, TN) April
19, 2010 Monday

LOAD-DATE: April 19, 2010



12 of 138 DOCUMENTS

Copyright 2009 The Clarion-Ledger (Jackson, MS)
All Rights Reserved
The Clarion-Ledger (Jackson, Mississippi)

July 28, 2009 Tuesday
Metro Edition

SECTION: HEALTH; Pg. 1C

LENGTH: 1047 words

HEADLINE: Omega-3s provide healthy dose of fat

BYLINE: Marquita Brown

BODY:

mbrown13@clarionledger.com

Orien Watson is in better shape than most - he runs three miles a day and does regular strength training - but still has concerns about his health.

During a routine checkup a few years ago, his doctor shared a study suggesting omega-3 fatty acids boost heart health. Watson has taken fish oil supplements ever since.

"I've had tremendous results with it," said Watson, 39, of Ridgeland. "I've been recommending it to my friends, too."

For most people, the benefits and potential dangers of omega-3s aren't so clear. Omega-3 fatty acids are fats your body needs but does not make, according to the American Heart Association.

The nutrients "protect us from a number of key health threats," said Amber Westbrooks, a registered dietitian at Baptist Medical Center, in an e-mail to The Clarion-Ledger. "The benefits of omega-3s include helping to reduce the risk of heart disease and stroke, decrease the risk of arrhythmias, lower triglyceride levels and decrease the growth rate of atherosclerotic plaque. Some research shows it helps to reduce symptoms of depression, ADHD(attention deficit hyperactivity disorder), joint pain and other rheumatoid problems."

Current research suggests omega-3s are good for the heart because they can help prevent blood clots, lower blood pressure and protect against irregular heartbeat, said Carol Connell, a registered dietitian and an associate professor of nutrition and food systems at the University of Southern Mississippi.

Omega-3s provide healthy dose of fat The Clarion-Ledger (Jackson, Mississippi) July 28, 2009
Tuesday

Getting omega-3s from food is the best route, Connell said. There are other nutrients in the food, and "that will balance everything out," she said.

"You still need other types of fat in your diet. You don't want to just focus on one all the time."

Omega-3s are found in foods including seafood - such as salmon, tuna and mackerel - nuts and seeds, such as walnuts, flaxseed and soybean oil, according to the association, which recommends eating one or two servings of fish each week.

One type of omega-3 fatty acid is also found in some green vegetables, including brussel sprouts, kale and spinach, Westbrook said.

One trend is to fortify food with omega-3s, Westbrook said. The nutrient now can be found in everything from bread and mayonnaise to orange juice and infant formula, but buyers should be sure to read the product labels, she said.

Watson doesn't buy foods enhanced with omega-3s. Instead, he takes two fish oil capsules a day and often eats fish.

"The thing that I like about the softgels that I take is that it doesn't give you that fishy aftertaste," he said. He gets a bottle of 150 capsules from local supermarkets for about \$6 or \$7.

It's "very affordable, but they do work," he said.

Watson, who works for a cell phone company, said his cholesterol levels have gone down since he began taking the supplement. He can also tell a difference in his energy levels when he doesn't take the supplement.

Dr. Joseph White of Optimum Health Wellness Center in Jackson has been taking the supplement for about eight years.

"I recommend it to virtually all of my patients," White said. For patients allergic to fish, White suggests flaxseed as a source. He advises patients to look for supplements highly concentrated in fish oil and those with purified fish oil.

"The truth is we don't consume enough of it," White said, noting that even babies need the nutrient. "Some ob/gyns are now including (prescribing) prenatal vitamins with omega-3."

However, it is possible to have too much of a good thing.

Consuming too much omega-3s can cause excessive bleeding, according to the American Heart Association. The **overdose** is more likely to occur from **supplements** than from eating omega-3 rich food, Connell said.

Someone taking blood thinners should talk to their doctor before taking omega-3 supplements, she said.

Supplements are another source of omega-3s, but it's better to get the nutrient from food, Connell said.

The supplements are not regulated by the Food and Drug Administration, so they aren't put through the same type of testing as other drugs, she said. Supplements should be purchased through a credible company.

Connell emphasized having a balanced diet and "not overdoing a good thing."

Omega-3s provide healthy dose of fat The Clarion-Ledger (Jackson, Mississippi) July 28, 2009
Tuesday

"You're not as likely to have problems, side effects, from having too much if you're getting your nutrients from food," she said. "Overall, a good, well-balanced diet should provide most of what we need."

*

To comment on this story, call Marquita Brown at (601) 961-7059.

WARNING

The American Heart Association recommends eating fish at least twice a week. However, some types of fish may contain high levels of mercury, polychlorinated biphenyls, dioxins and other environmental contaminants. Levels of these substances are generally highest in older, larger, predatory fish and marine mammals.

Children and pregnant women are advised to avoid eating fish with the potential of the highest level of mercury contamination such as shark, swordfish, king mackerel or tilefish. They should eat up to 12 ounces (two average meals) per week of a variety of fish and shellfish that are lower in mercury such as canned light tuna, salmon, pollock and catfish. Always check local advisories about the safety of fish caught by family and friends in local lakes, rivers and coastal areas.

Source: American Heart Association

CUMIN-RUBBED SALMON

Serves 4; 3 ounces fish per serving

Ingredients:

Vegetable oil spray

4 salmon fillets (about 4 ounces each)

1/4 teaspoon ground cumin

1/4 teaspoon chili powder

1/4 teaspoon salt

1/8 teaspoon paprika

Directions:

Preheat the oven to 350 degrees. Line a baking sheet with aluminum foil and lightly spray with vegetable oil spray.

Rinse the fish and pat dry with paper towels. Place the fish with the smooth side up in a single layer on the baking sheet.

In a small bowl, stir together the remaining ingredients. Sprinkle on top of the fish.

Using your fingertips, gently press the mixture into the fish so it will adhere.

Bake for 18 to 20 minutes, or until the fish flakes easily when tested with a fork.

Nutrition analysis (per serving): Calories, 145; total fat, 4.5 g; saturated fat, 0.5 g; trans fat, 0.0 g; polyunsaturated fat, 1.5 g; monounsaturated fat, 1.0 g; cholesterol, 65 mg; sodium, 230 mg; carbohydrates, 0 g; sugar, 0 g; fiber, 0 g; protein, 25 g.

Omega-3s provide healthy dose of fat The Clarion-Ledger (Jackson, Mississippi) July 28, 2009
Tuesday

Source: American Heart Association

LOAD-DATE: July 31, 2009



16 of 138 DOCUMENTS

Copyright 2009 The Oklahoman, All Rights Reserved
The Oklahoman (Oklahoma City, OK)

February 26, 2009 Thursday
City Edition

SECTION: MY NORMAN/MY METRO VI; Tami Althoff; Pg. 1D

LENGTH: 288 words

HEADLINE: Sunshine is best for vitamin D

BYLINE: Tami Althoff, talthoff@opubco.com

DATELINE: NORMAN

BODY:

NORMAN - Last week, I was visiting with a friend who told me she put her toddler on a vitamin D supplement just to make sure she was getting enough of the vitamin.

Much of her decision was based on a report released by the American Academy of Pediatrics. The report recommends increasing vitamin D consumption soon after birth.

Vitamin D has many purposes, one of which is to help the body absorb calcium and deposit it into bones and teeth. Pediatricians recommend a daily dose of 400 international units.

Brenda Hill, a 4-H educator with the county extension office, said the best way to get vitamin D is by spending time out in the sun. Ten to 15 minutes of sunlight twice a week, without using sunscreen, is enough for older **children** and adults. Infants younger than 6 months should never be exposed to direct sunlight.

Vitamin D also can be found in tuna and salmon, egg yolks of chickens fed vitamin D, fortified milk and other foods.

Like most **children**, my son spends enough time outside each day that he's probably not at risk. He also eats a healthy diet and drinks milk fortified with vitamin D.

Since vitamin D deficiencies have been associated with diseases such as rickets, type 2 diabetes, some types of cancer, multiple sclerosis and rheumatoid arthritis, **children** who rarely play outside, or drink juice or soda in place of milk, may need to make changes.

Sunshine is best for vitamin D The Oklahoman (Oklahoma City, OK) February 26, 2009 Thursday

Hill said diet, fortified milk and moderate sun exposure will help make sure most people get enough vitamin D. Pregnant and lactating mothers especially should make sure they are getting all of those things.

Since an **overdose of supplements** can become toxic, you should check with your doctor before taking a vitamin D supplement or giving one to your **child**.

LOAD-DATE: February 27, 2009

108B8C

***** Print Completed *****

Time of Request: Wednesday, November 02, 2011 11:45:46 EST

Print Number: 1828:315580900

Number of Lines: 251

Number of Pages:

Send To: SNYDER, NELSON
TRADEMARK LAW LIBRARY

600 DULANY ST
ALEXANDRIA, VA 22314-5790

108B8C

Time of Request: Wednesday, November 02, 2011 18:22:38 EST
Client ID/Project Name:
Number of Lines: 491
Job Number: 2829:315675643

Research Information

Service: Terms and Connectors Search
Print Request: Selected Document(s): 2,6,8,9,12,14,17,20
Source: US Newspapers and Wires
Search Terms: "dha supplement"

Send to: SNYDER, NELSON
TRADEMARK LAW LIBRARY
600 DULANY ST
ALEXANDRIA, VA 22314-5790



2 of 166 DOCUMENTS

Copyright 2011 Sun-Sentinel Company
All Rights Reserved
Sun-Sentinel (Fort Lauderdale, Florida)

October 16, 2011 Sunday
Broward Metro Edition

SECTION: LIFE; MIKE ROIZEN AND MEHMET OZ YOU DOCS; Pg. 12G

LENGTH: 672 words

HEADLINE: GARDASIL DEBATE PERSISTS;
VACCINE AGAINST HPV, CERVICAL CANCER AIMED AT GIRLS AGES 9-26

BODY:

Q: I recently saw an article on a natural health site that said the Gardasil vaccine is contaminated and causing "devastating" side effects in adolescent girls who get the shots. Is this true or political propaganda? - Barry, via email

A: Who would have thought an anti-cancer vaccine would be a presidential hot potato? But Gardasil was controversial before it heated up campaign debates. That's because the shots work best if given at a young age, when there's no chance of any sexual activity.

It's aimed at girls ages 9 to 26, and it protects against human papilloma virus, the cause of most cervical cancer. Yes, it's sexually transmitted. But not just sexually. HPV is passed from skin to skin, not through fluids, so you don't need to have intercourse to get it. It's everywhere. Odds are that three-quarters of people have been infected. Yep, including you.

Out of at least 35 million doses of Gardasil, only .05 percent have produced what docs call "adverse events." By far, the biggest complaint is that the shots hurt more than most vaccinations, so the main side effects have been pain, fainting and sore arms. Now, kids are kept seated for 15 minutes to be sure they don't keel over.

The National Cancer Institute calculates that if all females get the shot and protection lasts long-term, vaccinations could cut cervical cancer deaths by two-thirds. We call that anything but devastating.

Q: What can you recommend for improving sperm size and shape? Only 5 percent to 6 percent of my husband's sperm look normal, though his count and motility are fine. He's been taking

**GARDASIL DEBATE PERSISTS; VACCINE AGAINST HPV, CERVICAL CANCER AIMED
AT GIRLS AGES 9-26** Sun-Sentinel (Fort Lauderdale, Florida) October 16, 2011 Sunday

antioxidants for three months, drinks one glass of wine a day and doesn't smoke, but he used to smoke marijuana regularly. - Anonymous, via email

A: You wouldn't think appearances count with sperm - it's not like the eggs only gravitate to handsome guys - but looks do matter. Funky-looking sperm (bumpy heads, kinky tails) aren't always the best at zooming upstream or cracking eggs.

So it's excellent that your husband has good swimmers (motility) and plenty of 'em. Having many funky ones isn't uncommon and doesn't mean you won't get pregnant. It just may take a while, a year or longer. So be patient (and try to have fun!).

For some men, getting more normal sperm is as simple as switching from briefs to boxers. Being overheated below the belt can cause abnormalities. So can anything from genes and smoking to drugs (Rx or the other kind). Tell your hubby to keep computers off his lap and not inhale anything, including secondhand smoke. Consider **DHA supplements**: Doses of 1,500 milligrams a day for 10 weeks are promising.

If tests show little change, your doc may look for an underlying problem (like a removable varicose vein in your husband's scrotum). Or you could consider artificial insemination.

Meanwhile, you both should start taking a multivitamin (him) and pre-natal vitamins (you) now! Plus 300 to 600 milligrams of DHA omega-3s each. Doing this three months before and during pregnancy cuts your risk of a child with autism by 40 percent.

Q: I've heard you say a daily probiotic keeps your system running smoothly and recommend spore form probiotics, but I can't find one. Can you suggest some brands? - Linda R., via email

A: Spore forms are the Chuck Norris of probiotics: total tough guys. They have to be to survive splashing around in your stomach's acid bath. Wimpier types (including live cultures in yogurt) often throw in the towel.

We know of three tough-as-Chuck brands: Digestive Advantage and Sustenex, which have armor-like shells, and Culturelle, which actually gets turned on by stomach acids!

The good bacteria in probiotics do more than keep your digestive tract peaceful. They also fight inflammation, urinary tract infections and ulcers; counteract antibiotics (which can send your stomach on a Ferris wheel ride); and even deter weight gain. Ka-ching.

The YOU Docs - Mehmet Oz, host of "The Dr. Oz Show," and Mike Roizen of Cleveland Clinic - are authors of "YOU: Losing Weight." To submit questions, go to RealAge.com.

GRAPHIC: Photo(s)

Gardasil is a vaccine meant to protect against human papilloma virus, the cause of most cervical cancer. Sharon Gekoski-Kimmel/Philadelphia Inquirer

LOAD-DATE: October 16, 2011



6 of 166 DOCUMENTS

Copyright 2011 Marketwire, Inc.
All Rights Reserved
Marketwire

October 6, 2011 Thursday 2:00 AM GMT

LENGTH: 719 words

HEADLINE: Keep Your Mental Edge as You Age

DATELINE: MISSION, KS; Oct 06, 2011

BODY:

(Family Features) If you've ever walked into a room to look for something but forgot what you were looking for, you're familiar with the feelings of forgetfulness and frustration. Unless you take immediate action, these feelings may worsen each year. There are easy lifestyle choices you can make every day to sustain your mental edge as you age.

Cognitive decline, including memory loss, is one of the top fears among people over the age of 55. More than half of baby boomers fear the loss of mental capacity, and 41 percent are afraid their brain fitness has decreased in the past 10 years, according to a 2010 report in Today's Dietitian.

"New research shows that by changing our lifestyle habits we can help grow key parts of our brains, resulting in better memory, improved learning speed and mental agility," said Majid Fotuhi M.D., Ph.D., chairman of the Neurology Institute for Brain Health and Fitness in Baltimore.

Give your brain a physical workout Exercise helps maintain a healthy body and brain. Research has found associations between physical activity and reduced risk of cognitive decline.

Give your body and brain a workout by engaging in physical activities such as yoga, walking and weight lifting, at least 30 minutes every day. It helps keep cholesterol levels in check, maintains good blood flow and encourages the growth of new brain cells and connections.

Nourish your mind Help protect your brain cells from memory loss by following a diet that includes foods rich in good fats such as DHA, a major structural fat accounting for up to 97 percent of the omega-3 fats in the brain. DHA intake has been associated with a decreased risk of mental decline associated with aging. The body doesn't make DHA on its own, so you need to consume DHA through food or supplements.

"The more omega-3 fat you eat, the more it is incorporated into brain cells, the more flexible your brain cell membranes become, the better you think, the more you remember and the happier

Keep Your Mental Edge as You Age Marketwire October 6, 2011 Thursday 2:00 AM GMT

you are," said Elizabeth Somer, M.A., registered dietitian and author of "Eat Your Way to Happiness."

You can find DHA in certain foods, but another easy way to get it is by taking a daily **DHA supplement** like BrainStrong Adult, which contains 900 mg per serving of life'sDHA, which is clinically shown to improve memory in adults over 55, according to a study published in Alzheimer's & Dementia: The Journal of the Alzheimer's Association.

Activate your mind through mental stimulation Develop a "use it or lose it" philosophy when it comes to your brain. Studies have shown that brain cells, much like muscle cells, can grow bigger and stronger with cognitive challenges and stimulation.

Pursuing education, learning a new language, reading, working crossword puzzles and even playing board games are fun ways to exercise your mind. Keep your brain active by engaging in brain-boosting activities you enjoy. Commit to learning something new each month.

Stay socially connected Friends and family are often the key to happiness, and they just may be the key to brain health as well. Social interaction not only makes your life more fun and meaningful, but it also stimulates and protects your brain.

Stay connected with others by being part of an in-person interaction, whether it's in the workplace, a card club, a network of friends or a religious congregation. Seek out friends and family for emotional support to help manage stress and stay happy. Put your passions into action by volunteering for a cause you feel passionate about.

By giving your brain a little more attention, you'll not only lead a fuller life, but you'll also be helping to keep your mental edge.

For more about brain health, visit www.BrainStrongDHA.com.

About Family Features Editorial Syndicate This and other food and lifestyle content can be found at www.editors.familyfeatures.com. Family Features is a leading provider of free food and lifestyle content for use in print and online publications. Register with no obligation to access a variety of formatted and unformatted features, accompanying photos, and automatically updating Web content solutions.

Image Available: http://www2.marketwire.com/mw/frame_mw?attachid=1755859
Wendy MacDonald
wmacdonald@familyfeatures.com
1-888-824-3337 ext. 235
<http://editors.familyfeatures.com>

SOURCE: BrainStrong

LOAD-DATE: October 7, 2011



8 of 166 DOCUMENTS

Copyright 2011 Sun-Times Media, LLC
All Rights Reserved
Chicago Sun-Times

September 7, 2011 Wednesday

SECTION: EASY SOUT; Pg. 6

LENGTH: 545 words

HEADLINE: YOU DOCS;
Skipping alkaline water a good idea;
Some organic produce a better option

BYLINE: Michael Roizen and Mehmet Oz

BODY:

Q. My husband, a chemical engineer, insists that buying alkaline water is "a bunch of hooey." He also says organic food is a waste of money. What do you think?

A. We think he's kinda right and kinda wrong. He's right about the water. There's virtually no data supporting the idea that alkaline water affects your body's pH in any healthful way. It just changes the pH of your pee and lightens your wallet.

He's wrong - or mostly - about organic food. You don't need to buy organic raw chocolate nibs for your cookies. But plenty of fresh produce (which we hope you're eating lots of) is coated with pesticides that pose unique risks to children and aren't so good for you either (think birth defects, nerve damage, cancer). By contrast, some organic, pesticide-free produce has as much as 60 percent more phenols - powerful, disease-fighting plant nutrients.

Concentrate your organic money on just 12 products: peaches, imported nectarines, strawberries, apples, imported grapes, spinach, lettuce, potatoes, celery, kale/collard greens, domestic blueberries and sweet bell peppers. Their non-organic versions are so soaked in pesticides that they're known as the "Dirty Dozen."

Q. Are there any recent developments concerning ulcerative colitis?

YOU DOCS; Skipping alkaline water a good idea; Some organic produce a better option Chicago
Sun-Times September 7, 2011 Wednesday

A. We still don't know what causes the colon inflammation and ulcers that are the hallmark of ulcerative colitis. While its symptoms (diarrhea, weight loss, anemia, fatigue) are mild in many people, for others, discomfort can be so severe and the risk of cancer so great that 25 percent to 40 percent eventually have their colons removed.

Research has turned up what are called biomarkers, substances in the blood, stool or elsewhere that are tip-offs to different types of inflammatory bowel disease, ulcerative colitis being one. This matters because biomarkers can predict which treatment you'll respond to. For example, if you have high blood levels of C-reactive protein, you'll likely benefit from infliximab (Remicade), a drug that puts out inflammation like water douses a campfire. But it can have major side effects, so targeting those who'll benefit most is key.

New research also is looking at stress. A predictor of colitis relapse is being highly stressed and stressing about being highly stressed. Distraction often can rein in symptoms when your stress gets out of control - and everybody's does now and then. Try meditation or a sweaty Zumba class.

Q. Lately I've been seeing **DHA supplements** for kids that are supposed to support "brain health." Do they work?

A. There's no doubt that the brain needs docosahexaenoic acid (DHA), an omega-3 fatty acid, to develop to the max. Kids who don't get enough fatty acids from their moms during pregnancy are at risk of low birth weight and a small head, which can affect central nervous system and cognitive ability ("smarts" to you).

Some researchers say **DHA supplements** contribute to a child's smarts. Others say they don't. Still others say they negatively affect young memories and kids' ability to do easy tasks.

We don't think taking DHA will hurt a child (just buy algae-based formulas, to avoid mercury and other possible toxins in fish oil types). But the top ways to boost smarts are stimulating teachers, supportive parents and hard work.

King Features

LOAD-DATE: September 8, 2011



9 of 166 DOCUMENTS

Copyright 2011 Chicago Tribune Company
All Rights Reserved
Chicago Tribune

September 4, 2011 Sunday
Final Edition

SECTION: SUNDAY ; ZONE NS; THE HEALTHY SKEPTIC ; Pg. 29

LENGTH: 608 words

HEADLINE: DHA touted as 'smart' pill for kids, but is it? \ Study results are mixed, but no harm seen in taking it

BYLINE: By Chris Woolston, Special to Tribune Newspapers

BODY:

When it comes to school, many parents are hoping for a breakthrough for their children: Higher grades, better behavior and fewer talks with exasperated teachers.

Tutors, counseling, stern lectures and good old-fashioned wishful thinking are all possibilities. But some parents also try to give their kids a nutritional edge in the classroom with the help of supplements.

Many supplements promise to boost young brains with doses of docosahexaenoic acid, or DHA, an omega-3 fatty acid that's naturally found in cell membranes throughout the body. DHA is particularly abundant in the nervous system, and it seems to help brain cells communicate with one another. Commonly found in prenatal vitamins and infant formulas, DHA is also showing up in products aimed at grade-school children.

BrainStrong, a product from Amerifit that's widely advertised on TV, has a gummy formula for children age 4 to 12. Each dose has 100 milligrams of DHA, along with a full day's supply of vitamins A, C, E and B2. It's sold at many drugstores and grocery stores, with a price tag of about \$15 for a bottle of 30 gummies.

BrainStrong gets its DHA from Martek Biosciences Corp., which harvests the fatty acid from algae. Martek Biosciences makes a supplement of its own called life'sDHA Kids Softgel. Each softgel contains 100 milligrams of DHA without any other added nutrients. The label specifies that the product is for children older than 6. You can buy a bottle of 90 softgels online for about \$30. \

DHA touted as 'smart' pill for kids, but is it? \ Study results are mixed, but no harm seen in taking it
Chicago Tribune September 4, 2011 Sunday

The claims

The TV ad for BrainStrong says that DHA is a "nutrient essential for proper brain development." The ad's tagline is "BrainStrong: Nourish their potential."

The BrainStrong website doesn't claim that it will make kids smarter, but it does say that "DHA is brain nutrition."

The website for life'sDHA simply says that it's a "supplement for brain, eye and heart health." \

The bottom line

Undoubtedly, DHA is an important nutrient for the brain and other organs of the body, says Usha Ramakrishnan, an associate professor of global health at Emory University in Atlanta who specializes in childhood nutrition.

Ramakrishnan says that, although the evidence isn't exactly airtight, there is reason to believe that **DHA supplements** could help some children perform better in the classroom, especially if their minds have a tendency to wander. Children who get adequate DHA as infants and toddlers -- a crucial period of brain development -- seem to have more focus in later years, she explains, so it's reasonable to suspect that supplements could help older kids too. "It's not something that will make you smarter," she says. "But it may help you pay attention and get more out of school."

Still, Ramakrishnan says, parents shouldn't expect dramatic improvements.

One of the few clinical trials of **DHA supplements** in school-age children found that giving kids a supplement containing 88 mg of DHA every day for a year slightly improved verbal learning and memory scores but didn't seem to affect overall intelligence or the ability to pay attention.

A different study in 2010 of children age 8 to 10 found that taking 200 mg of DHA every day for 16 weeks had almost no measurable effect on thinking skills or academic performance. The children receiving the DHA actually had slightly worse reports from teachers than the children taking a placebo.

Even with such uncertainty, **DHA supplements** may be worth a try for school-age kids, says John Colombo, a DHA researcher and director of the Schiefelbusch Institute for Lifespan Studies at the University of Kansas in Lawrence. "There's no downside to it," he says.

sunday@tribune.com 2011 0005 110904 N S 0000000000 00002283

GRAPHIC: Photo (color): (Package of BrainStrong)
Photo(s)

LOAD-DATE: September 4, 2011



12 of 166 DOCUMENTS

Copyright 2011 Los Angeles Times
All Rights Reserved
Los Angeles Times

August 8, 2011 Monday
Home Edition

SECTION: HEALTH & WELLNESS; Features Desk; Part E; Pg. 4

LENGTH: 201 words

HEADLINE: BOOSTER SHOTS;
Prenatal DHA may fight colds

BYLINE: Karen Kaplan

BODY:

Pregnant moms who take **DHA supplements** with the intent of boosting their babies' brains are also giving them some added protection against common colds, a new study in Pediatrics suggests.

DHA, docosahexaenoic acid, is an omega-3 fatty acid found in fish oil and other natural sources. The March of Dimes recommends it to "help support mental, visual and motor skill development." Researchers suspected it would also help babies fight colds. They recruited nearly 1,000 women who were about halfway through their pregnancies. Roughly half of them took two 200-milligram DHA pills each day, and the rest got dummy pills. The women took the pills until their babies were born. Neither the women nor their doctors knew who was taking DHA and who wasn't.

When the researchers checked in on the babies one month later, 38% of the infants whose mothers took the DHA pills had experienced cold symptoms in the previous 15 days, compared with 45% of infants whose mothers got the placebo. The gap remained when the babies were 3 months old -- 38% versus 44%. And when 1-month-old babies in the DHA group had cold symptoms, they cleared up about 25% faster than they did for babies in the placebo group.

-- Karen Kaplan

GRAPHIC: PHOTO: (no caption) PHOTOGRAPHER:Paul Sakuma Associated Press

LOAD-DATE: August 8, 2011



14 of 166 DOCUMENTS

Copyright 2011 Los Angeles Times
All Rights Reserved
Los Angeles Times

August 1, 2011 Monday
Home Edition

SECTION: HEALTH & WELLNESS; Features Desk; Part E; Pg. 1

LENGTH: 817 words

HEADLINE: BACK TO SCHOOL;
THE HEALTHY SKEPTIC;
Is DHA for children a smart choice?

BYLINE: Chris Woolston

BODY:

As a new school year approaches, many parents are hoping for a breakthrough for their kids: Higher grades, better behavior and fewer talks with exasperated teachers.

Tutors, counseling, stern lectures and good old-fashioned wishful thinking are all possibilities. But some moms and dads also try to give children a nutritional edge in the classroom with the help of supplements.

Many supplements promise to boost young brains with doses of docosahexaenoic acid, or DHA, an omega-3 fatty acid that's naturally found in cell membranes throughout the body. DHA is particularly abundant in the nervous system, and it seems to help brain cells communicate. Commonly found in prenatal vitamins and infant formulas, DHA is also showing up in products specifically aimed at grade-school children.

BrainStrong, a product from Amerifit that's widely advertised on TV, has a gummy formula for children ages 4 to 12. Each dose has 100 milligrams of DHA, along with a full day's supply of vitamins A, C, E and B2. According to the instructions, children should chew one gummy each day. It's sold at many drugstores and grocery stores, with a price tag of about \$15 for a bottle of 30 gummies.

BrainStrong gets its DHA from Martek Biosciences Corp., which harvests the fatty acid from algae. Martek Biosciences makes a supplement of its own called life'sDHA Kids Softgel. The label says it's "Great for Kids" and has a picture of two young people jumping for joy to drive home the

BACK TO SCHOOL; THE HEALTHY SKEPTIC; Is DHA for children a smart choice? Los

Angeles Times August 1, 2011 Monday

message. Each softgel contains 100 milligrams of DHA without any other added nutrients. The label specifies that the product is intended for children older than 6. The instructions say to take one softgel a day with a meal. You can buy a bottle of 90 online for about \$30.

The claims

The TV ad for BrainStrong, in which the narrator speculates that a girl wrapping herself in toilet paper may become a fashion designer and a boy playing with pudding may become a food critic, says that DHA is a "nutrient essential for proper brain development." The ad's tagline is "BrainStrong: Nourish their potential."

The BrainStrong website doesn't make any specific claims that it will make kids any smarter, but it does say that "DHA is brain nutrition" and that "DHA ensures that the brain, retina, heart and other parts of the nervous system develop and function properly from infancy through adulthood."

The website for life'sDHA simply says that it's a "supplement for brain, eye and heart health." Cassie France-Kelly, a spokeswoman for Martek Biosciences, says DHA is as important for the brain as calcium is for the bones. "The ... kids need it, but they don't get enough of it in their diets," she says.

The bottom line

Undoubtedly, DHA is an important nutrient for the brain and other body organs, says Usha Ramakrishnan, associate professor of global health at Emory University in Atlanta who specializes in child nutrition. From time to time, she has purchased DHA-enhanced milk for her own child, who is now 9.

Ramakrishnan says that, although the evidence isn't air-tight, there is reason to believe that **DHA supplements** could help some children perform better in the classroom, especially if their minds tend to wander. Children who get adequate DHA as infants and toddlers -- a crucial period of brain development -- seem to have more focus in later years, she explains, so it's reasonable to suspect that supplements could help older kids too. "It's not something that will make you smarter," she says. "But it may help you pay attention and get more out of school."

Still, she adds, parents shouldn't expect dramatic changes. "If it were a whopping effect, there would be a lot more studies," she says.

One of the few clinical trials of **DHA supplements** in school-age children included nearly 800 kids from Australia and Indonesia. The 2007 report in the American Journal of Clinical Nutrition found that giving 88 mg of DHA a day for a year slightly improved verbal learning and memory scores but didn't seem to affect overall intelligence or attention.

A 2010 study of 450 children ages 8 to 10 found that taking a supplement containing 200 mg of DHA every day for 16 weeks had almost no measurable effect on thinking skills or academic performance. As reported in the journal Research in Developmental Disabilities, kids receiving DHA actually had slightly worse reports from teachers than ones taking a placebo.

Even with such uncertainty, **DHA supplements** may be worth a try for school-age kids, says John Colombo, a DHA researcher at the University of Kansas in Lawrence. Colombo says his own children, now 13 and 16, have been taking 100 mg **DHA supplements** (Neuromins, which also uses DHA from Martek) for years.

BACK TO SCHOOL; THE HEALTHY SKEPTIC; Is DHA for children a smart choice? Los Angeles Times August 1, 2011 Monday

He can't know if it made them better students, he says, but it almost certainly didn't hurt. "There's no downside to it," he says.

--

Curious about a consumer health product? Email health@latimes.com

Read more at latimes.com/skeptic.

LOAD-DATE: August 1, 2011



17 of 166 DOCUMENTS

Copyright 2011 The Tennessean
All Rights Reserved
The Tennessean (Nashville, Tennessee)

July 8, 2011 Friday

SECTION: DAVIDSON

LENGTH: 1060 words

HEADLINE: 'Minds' contest salutes local explorer

BYLINE: By, Nicole Young | The Tennessean

BODY:

An East Nashville man has been selected as one of 16 semifinalists in the second annual "Beautiful Minds: Finding Your Lifelong Potential" contest presented by the National Center for Creative Aging in partnership with Martek, a Maryland-based provider of DHA omega-3 oil.

Ten finalists, or winners, will be named in September. It is the first time a Nashvillian - or even a Tennessean - has made it this far in the contest, said Martek spokeswoman Andrea Martin.

Semifinalist John Guider, 62, is a professional photographer, adventurer, boater and author who has traveled 4,500 miles of America's waterways, including the entire Mississippi River on a 14-foot sailboat he handmade in 2009.

Every year, he takes two months and goes boating with his camera.

He hopes to complete the Great Loop within the next three years. The Great Loop is a circular journey that consists of taking the Mississippi River to the Gulf of Mexico, then around Florida, up the Atlantic East Coast to New York's Hudson River. From there, the Hudson leads to the Great Lakes, which filter into the Illinois River and then lead back into the Mississippi.

"It takes about a year for a sea vessel with engines to traverse the great loop," Guider said. "I'm doing it by paddle and sail with no motor."

To enter the Beautiful Minds contest, Guider had to write an essay detailing why he thought he should be named a finalist. If he wins, he will be awarded a professional photo, a story profile in a national traveling photo exhibit, an online profile feature, a \$500 donation to the charity of his choice and a \$500 brain health prize package, which includes **DHA supplements** in addition to food and beverages.

'Minds' contest salutes local explorer The Tennessean (Nashville, Tennessee) July 8, 2011 Friday

A panel of five judges from Martek and the National Center for Creative Aging chose the 16 semifinalists from about 140 entries.

Public voting, which wraps up this week, will decide one finalist. The panel decides the remaining nine.

"They are really looking at the four dimensions of brain health," she said. "Those are the nourished mind, based on diet and nutrition; the mentally engaged mind, based on if they are doing things to increase their mental thought such as playing games, crosswords, that kind of thing; the physically active mind, based on exercise; and the social-engaged mind, based on volunteering, going out to social events or getting together with friends.

"Our semifinalists were selected because the judges felt they embodied those four dimensions."

'We hope it
inspires others'

The Beautiful Minds contest began two years ago after Martek funded a research study examining how DHA benefits the aging mind.

The study, published in the Alzheimer's Association Journal, took 485 people older than 55 with mild memory complaints, tested them, gave them **DHA supplements** for six months and then retested them.

"Compared with placebo, those who took the DHA saw a double reduction in areas on tests," Martin said.

"It was really promising research, and we wanted to encourage adults that there are lifestyle factors that can support their brain health through all stages of life. This contest is really a way to shine a light on adults doing beautiful things with their minds. We hope it inspires others to be aware of brain health."

Guider, a Vanderbilt University graduate, learned about the contest through friends with the university, he said.

Guider began sailing in 2003, when he sold his advertising photography business to pursue art photography. His first trip was by canoe from Middle Tennessee to New Orleans. It took three months.

"It's a way to explore part of America that is, for the most part, overlooked," Guider said. "

Every day on the two-month trip, Guider rows from sunup to sundown, he said. At night he camps in a tent. There are days he goes without food because he's so into the experience, he said.

In 2008 he published a book about his adventures called *The River Inside*.

On his last trip, the second leg of the Great Loop ending in Sarasota, Fla., which he finished about three weeks ago, Guider took about 5,000 digital photos.

"I've never been a writer before, but the journeys are so amazing and full of excitement, whether you're in the middle of a storm or dealing with a bear in your camp," said Guider, who has been married to his wife, Mona, since 2004.

"I can't really be taking photographs all the time, so a lot of the adventure went untold in the camera. I had to write it."

'Minds' contest salutes local explorer The Tennessean (Nashville, Tennessee) July 8, 2011 Friday

Wildlife gets close

Guider has experienced three close encounters with nature. The bear in the camp happened in 2005 in Minnesota on the upper Mississippi River.

"It was about midnight when I heard that bear come in and start sniffing around my camp," Guider said. "It scared the fool out of me. I had no protection and didn't know what to do. I had read a book about scaring the bear, so I rattled my tent by grabbing the rain fly. Well, I scared the bear so much that it reared back and fell off the cliff I was on. I sat there in sheer panic as it slowly made its way back up. I laid perfectly still, and that bear sniffed and sniffed before it finally went away."

In 2009 Guider had a close encounter with an alligator in Baton Rouge, La. The gator hit Guider's boat with its tail, disappeared under the water, resurfaced and gave Guider "the evil eye that only they can give."

This year, he was stalked by a shark off the coast of Florida.

"It was about midnight again, and I was in the middle of nowhere," he said. "I was rowing in this pitch black abyss, and I put the oars down to rest. All of a sudden, this shark came up, grabbed one of my oars and tried to bite it off. I had to wrestle the oar out of the shark's mouth. It went away, and I started rowing again. An hour later, I stopped to rest, and this time had oars up out of water, but something hit the rudder and knocked the boat hard. It was an eerie, eerie night."

But the big story of the adventures, Guider says, are the people.

"They really respond to the boat, it gets their attention," he said. "They come up and want to know all about it and, in return, I get to know all about them. The only reason I'm alive is not because I'm a great canoer or boater, it's because the people I've met are so generous to me. Strangers pull me off the river and put me in their houses. It's overwhelming."

"Those are the stories that bring tears to my eyes."

Contact Nicole Young at 615-259-8091 or nyoung@tennessean.com

LOAD-DATE: July 8, 2011



20 of 166 DOCUMENTS

Copyright 2011 Sun-Sentinel Company
All Rights Reserved
Sun-Sentinel (Fort Lauderdale, Florida)

May 8, 2011 Sunday
Broward Metro Edition

SECTION: LIFE; MIKE ROIZEN AND MEHMET OZ YOU DOCS; Pg. 12G

LENGTH: 650 words

HEADLINE: D-3 CAN BE A TOTAL DIVA;
VITAMIN DOESN'T REACT TO EVERYBODY THE SAME WAY.

BODY:

Q My doctor thinks I might have a problem absorbing vitamin D, since a blood test showed my D was in the dumper. He prescribed a supplement and another check in a month. Can I help the vitamin actually get into my bloodstream? - Tom, Erdenheim, Pa.

A Vitamin D-3 has become a nutritional superstar - the Lady Gaga of vitamins - because it helps protect your bones, blood pressure and heart; deters some cancers and more. But like a rock star, it can be a total diva about how much time it spends and with whom.

The main way your body gets D-3 is by sunlight hitting your skin. After about 15 minutes, your skin's D-3 factory kicks into production. But it's pretty easy to run short on D-3 for hard-to-control reasons: your age (older skin makes less D-3); your skin (darker pigments inhibit sun absorption); and where you live (sun rays are weaker in northern latitudes). Even though D-3 is in fatty fish and fortified foods such as cereal, orange juice and milk, many people still need a supplement (take the better-absorbed vitamin D-3, not plain D) to get 1,000 to 1,200 IU daily.

Take it with the largest meal of the day. New data shows that D-3 levels double when the vitamin is taken with a big feed. Since D-3 is fat-soluble, have a little good fat, too - from walnuts, olive oil, avocado, salmon, tuna, or **DHA supplements** made from algae.

Finally, if you're carrying some extra pounds, drop them. Being overweight interferes with how much D-3 your body can make.

Q I occasionally have vision problems, sometimes along with a killer headache. Is this a migraine? - Pat, Malvern, Pa.

D-3 CAN BE A TOTAL DIVA; VITAMIN DOESN'T REACT TO EVERYBODY THE SAME WAY. Sun-Sentinel (Fort Lauderdale, Florida) May 8, 2011 Sunday

A We hesitate to shout "bingo" because the definitive diagnosis needs to be made by a doctor who actually sees you in the flesh, but if you're seeing bright, flashing lights, goofy lines or terrifying blind spots, this sounds like the "aura" that often precedes a migraine. About 15 percent to 20 percent of people who suffer what you describe as a killer headache get this unnerving light show.

Migraines come in more varieties than Kate Middleton has hats. Ocular migraines, for instance, may be accompanied by blurry spots, zigzag lines, double vision or a scary bout of vision loss. Sometimes pain is involved; other times, the migraine is "silent." Retinal migraines, which are rarer, affect only one eye, cause vision loss for a few minutes to an hour, and usually don't hurt much.

Despite our migraine suspicions, your symptoms could be caused by some other, possibly serious condition. Don't dawdle: Make an appointment with a headache specialist.

Q Would you recommend an antidepressant or hormone replacement therapy for depression that seemed to start when I began going through menopause? - Rosemarie, via email

A Recently, it was found that volunteers in the Study of Women's Health Across the Nation were two to four times more likely to have a serious bout of depression after they hit early menopause vs. before. So along with hot flashes, you also may have sadness, irritability, anxiety and fatigue.

There's some evidence that hormone therapy can help lift or prevent menopausal depression. Talk to your doc about this; if the two of you agree that you're a good candidate for HT, we recommend taking estrogen with a micronized progestin and adding two baby aspirins a day to this combo.

Lifestyle changes also are a great choice: learn meditation; practice yoga; eat healthy foods; be physically active every day; and spend quality time with loved ones. If this doesn't help, or if you begin to feel even worse, we suggest talk therapy and/or an antidepressant.

Bonus: Some antidepressants relieve hot flashes. Citalopram (Celexa) cools hot flashes and cuts their frequency by about half. Now, that's something to feel good about.

The YOU Docs, Mehmet Oz and Mike Roizen, are authors of "YOU: On a Diet." Want more? See "The Dr. Oz Show" on TV (check local listings). To submit questions, go to RealAge.com.

GRAPHIC: Photo(s)

Orange juice, as well as milk, cereal and sunlight, are sources of vitamin D. Simon Dawson/Bloomberg

LOAD-DATE: May 13, 2011

108B8C

***** Print Completed *****

Time of Request: Wednesday, November 02, 2011 18:22:38 EST

Print Number: 2829:315675643

Number of Lines: 491

Number of Pages:

Send To: SNYDER, NELSON
TRADEMARK LAW LIBRARY

600 DULANY ST
ALEXANDRIA, VA 22314-5790

108B8C

Time of Request: Wednesday, November 02, 2011 18:27:34 EST
Client ID/Project Name:
Number of Lines: 1013
Job Number: 2825:315676220

Research Information

Service: Terms and Connectors Search
Print Request: Selected Document(s): 3,11,20,22-
24,27,32,39,40,44,53,56,59,61,66
Source: US Newspapers and Wires
Search Terms: nocaps("children's supplement")

Send to: SNYDER, NELSON
TRADEMARK LAW LIBRARY
600 DULANY ST
ALEXANDRIA, VA 22314-5790



3 of 288 DOCUMENTS

Copyright 2011 PR Newswire Association LLC
All Rights Reserved
PR Newswire

September 16, 2011 Friday 2:30 PM EST

LENGTH: 1123 words

HEADLINE: XANGO Reveals New Global Brand Logo, Launches Next-Era Wellness Products at Global Convention;

Wellness category-creator takes lead in sustainable products - green chemistry, recyclable packaging

DATELINE: LEHI, Utah, Sept. 16, 2011

BODY:

Global direct sales company, XANGO, LLC, a category creator in health and wellness, leaped forward into its 10th year of business by revealing an updated brand identity and several innovative natural products at its global GO! Convention in Salt Lake City. The new logo reflects XANGO'S growth as a global community of people and cultures with nearly 2 million distributors in over 30 international markets.

(Logo: <http://photos.prnewswire.com/prnh/20110916/SF70107LOGO>)

XANGO's innovative new nutrition products feature a first-of-its-kind multi-vitamin for children and a line of supplements targeting individual health concerns like heart and bone health. The company's new line of personal care products utilize the power of the mangosteen fruit in topical age-defying serums and aromatherapy hair and body products that deliver a luxurious spa experience at home. The new product lines leverage green chemistry and natural ingredients to create safe, effective, sustainable products for total body wellness and beauty.

"Today's launches signify a period of renewal and leadership for XANGO," said XANGO Founder, Chairman and CEO Aaron Garrity. "Our commitment to innovation and category creation began when we brought mangosteen to consumers worldwide with XANGO® Juice. Nine years later, we continue to set ourselves apart with our focus on creating products that help achieve complete wellness by pairing the mangosteen with the world's most celebrated botanicals. These new offerings complement our existing roster of premium, functional products to give consumers what they desire: quality, natural products that are effective, safe and sustainable for our bodies, the environment and the business growth of our distributors."

XANGO Reveals New Global Brand Logo, Launches Next-Era Wellness Products at Global Convention; Wellness category-creator takes lead in sustainable products - green chemistry, recyclable packaging PR N

XANGO's Glimpse Luminescence Collection(TM) and Juni by XANGO® personal care lines target specific skin, hair and body needs from anti-aging to dry skin and scalp. XANGO 3SIXTY5(TM) Kids invites parents to safely match vitamin dosage with a child's unique nutritional needs, while Precis(TM) targeted nutrition supplements for adults address individual health challenges including bone, heart and prostate health.

Glimpse Luminescence Collection(TM)

Designed to help restore skin's healthy, radiant appearance, the Glimpse Luminescence Collection leverages the powerful antioxidants and natural soothing properties of the mangosteen to provide 100-percent natural, highly effective age-defying products. These exclusive, dynamic mangosteen actives work in harmony with Glimpse® Skin Care products to deliver healthy, resilient skin.

Glimpse Luminescence Repair, made from the mangosteen's pericarp oil, strengthens and stimulates skin's natural collagen production while calming signs of inflammation, resulting in firmer, healthier, more radiant-looking skin. Glimpse Luminescence Brighten uses the mangosteen's rich antioxidants to brighten, even skin tone, prevent the reappearance of blemishes and protect skin against damaging oxidation.

The products in the Collection are vegan, gluten-free, not tested on animals, preservative-free and dermatologist-tested.

Juni by XANGO®

XANGO's new and improved Juni brand of hair and body products brings the luxurious serenity of a restoring spa experience into the home every day. 100% pure essential oils, mangosteen and plant nutrition combine to awaken your senses and rejuvenate body, mind and spirit while nourishing the hair and body. True to the toxin-free chemistry of the original Juni brand, these new hair and body products are sulfate-free and contain no harsh chemicals or synthetic dyes. Juni by XANGO® provides healthy and safe all-over radiance in a variety of products.

The shampoo and conditioner are available in two forms: Clarifying for normal to oily, fine hair and Nourishing for normal to dry, damaged hair. Juni Hand & Body Wash cleanses without stripping away natural oils. Juni Hand & Body Lotion leverages moisture-rich botanicals to soothe and replenish dry, stressed skin. The Vegan Hand & Body Bar uses botanical ingredients to cleanse and gently exfoliate, leaving skin soft and smooth. Juni Hair & Scalp Treatment Oil pairs nourishing mangosteen with several other natural ingredients to help cleanse and increase hair density while stimulating the scalp.

XANGO 3SIXTY5(TM) Kids

The XANGO 3SIXTY5(TM) family of products welcomes a new member with the introduction of a children's multi-vitamin. XANGO 3SIXTY5(TM) Kids is the first product to combine a full vitamin and mineral complex with the brain support of DHA and immunity-boosting action of Primactive(TM) into a single, safe and naturally flavored **children's supplement**. Free of allergens, gluten, dairy, gelatin, GMOs, artificial flavors and sweeteners, 3SIXTY5 Kids promotes brain support, bone building and eye health along with an immune system boost - without all the additives kids don't need. Each package of 3SIXTY5 Kids includes two best-friend formulas-Cherry-Mangosteen Builders and Pineapple-Durian Guardians-allowing parents to safely customize vitamin doses.

Precis(TM) - Targeted Nutrition

XANGO Reveals New Global Brand Logo, Launches Next-Era Wellness Products at Global Convention; Wellness category-creator takes lead in sustainable products - green chemistry, recyclable packaging PR N

Complementing the core nutrition of XANGO 3SIXTY5(TM) with Active Defense Complex(TM), the Precis product lineup is a series of specialized supplements designed to address individual health concerns. Each product-Precis(TM) Men's Health, Precis(TM) Bone Health and Precis(TM) Omega 3-is carefully formulated with clinical doses of key active ingredients, providing a unique approach to whole-body wellness.

Precis(TM) Men's Health supports prostate function and healthy urinary flow. Precis(TM) Bone Health promotes bone strength and provides adequate calcium to aid bone density. Precis(TM) Omega 3 delivers a well-defined solution with the right amount EPA and DHA, promoting cardiovascular and cognitive health.

About XANGO, LLC

A leading global nutrition company, XANGO, LLC is a recognized leader in health and wellness products. Currently expanding into a wider range of botanicals, XANGO was the first company to market a premium mangosteen beverage, XANGO® Juice, to consumers worldwide. Its roster of premium, functional products now includes XANGO® Reserve, the XANGO 3SIXTY5(TM) multi-vitamin with a powerful Active Defense Complex featuring Primactive(TM), Glimpse® Topical Skin Nutrition, Eleviv® for natural, youthful vigor and Juni by XANGO® Family Care with natural, toxin-free personal care products for the entire family. XANGO is privately-owned and powered by a global network of more than 1 million independent distributors in the U.S. and more than 30 international markets such as Canada, Mexico, Japan, Germany and Malaysia. For details, visit <http://www.xango.com>.

SOURCE XANGO, LLC

CONTACT:Jeff Chandler of XANGO, LLC, +1-801-753-2820, Jeff.Chandler@XANGO.com

URL: <http://www.prnewswire.com>

LOAD-DATE: September 17, 2011



11 of 288 DOCUMENTS

Copyright 2010 PR Newswire Association LLC
All Rights Reserved
PR Newswire

November 1, 2010 Monday 2:16 PM EST

LENGTH: 785 words

HEADLINE: Whole Foods Market® and Vitamin Angels Tackle Childhood Malnutrition;
Learn about Vitamin Angels, stock up on supplements and help children in need

DATELINE: AUSTIN, Texas, Nov. 1, 2010

BODY:

AUSTIN, Texas, Nov. 1, 2010 /PRNewswire/ -- As part of its "Be Good to Your Whole Body" campaign in Whole Body(TM) departments throughout November, Whole Foods Market focuses on raising awareness and support of Vitamin Angels, a powerful organization that connects malnourished or undernourished children around the world with vital nutrients, like vitamin A, needed to survive and thrive.

(Photo: <http://photos.prnewswire.com/prnh/20101101/LA92485>)

(Photo: <http://www.newscom.com/cgi-bin/prnh/20101101/LA92485>)

(Logo: <http://photos.prnewswire.com/prnh/20070927/LATH047LOGO>)

(Logo: <http://www.newscom.com/cgi-bin/prnh/20070927/LATH047LOGO>)

Research by Journal of the American Medical Association has found an estimated 190 million children suffer from vitamin A deficiency worldwide and that one third of all childhood deaths are caused by under nutrition. A simple, cost-effective vitamin A capsule each six months can prevent blindness and reduce under-five mortality by 23 percent.(i)

"Whole Foods Market is calling on shoppers to learn about Vitamin Angels this month by listening to the 'Viva Vitamin Angels' blog podcast with founder Howard Schiffer and we're highlighting products that support the cause," said Jeremiah McElwee, senior global Whole Body coordinator for Whole Foods Market. "This partnership is near and dear to the hearts of many Whole Body team members and supplier partners. We want our customers to see how easy it is to get involved and make a positive impact on children's health around the world."

Whole Foods Market® and Vitamin Angels Tackle Childhood Malnutrition; Learn about Vitamin Angels, stock up on supplements and help children in need PR Newswire November 1, 2010
Monday 2:16 PM EST

From November 1-30, Whole Foods Market will donate \$1 for the first 5,000 people who share their thoughts about Vitamin Angels in response to the Viva Vitamin Angels podcast on the Whole Story blog. A second podcast, by Susan Oelker, southwest regional supplement buyer for Whole Foods Market, provides background on the company's relationship with Vitamin Angels and enthusiasm for supporting vendors that give back to the global community.

In-store, supplement-makers Rainbow Light and Garden of Life are doubling their contributions to Vitamin Angels for November. Year-round, for every package of Whole Foods Market's 365 Everyday Value® **children's supplements** sold, 50 cents goes to the organization.

"The children that benefit most from Vitamin Angels' work are those that are most vulnerable - children under 5, living in rural areas in extreme poverty who no one else is reaching," said Howard Schiffer, Vitamin Angels' founder. "This year, our organization is reaching over 20 million children in 40 countries, including the U.S., with vital nutrients and is literally saving children's lives. Our goal is to be reaching 50 million children a year by 2013. Every child should have the opportunity to realize their full potential and contribute to making this world a better place."

"Not only does Vitamin Angels fight the global problem of undernourishment, faced by a third of all children," said McElwee. "Their success and efforts show that vitamins can and do make a huge difference to health, immune support and can even be life saving."

About Whole Foods Market®

Founded in 1980 in Austin, Texas, Whole Foods Market (wholefoodsmarket.com, Nasdaq: WFMI), is the leading natural and organic food retailer. As America's first national certified organic grocer, Whole Foods Market was named "America's Healthiest Grocery Store" by Health magazine. The company's motto, "Whole Foods, Whole People, Whole Planet"(TM) captures its mission to ensure customer satisfaction and health, Team Member excellence and happiness, enhanced shareholder value, community support and environmental improvement. Thanks to the company's more than 55,000 Team Members, Whole Foods Market has been ranked as one of the "100 Best Companies to Work For" in America by FORTUNE magazine for 13 consecutive years. In fiscal year 2009, the company had sales of \$8 billion and currently has more than 280 stores in the United States, Canada and the United Kingdom.

About Vitamin Angels

Vitamin Angels is dedicated to reducing child mortality worldwide by advancing availability, access and use of essential micronutrients, especially Vitamin A, to newborns, infants and children under five. In 2010, Vitamin Angels will connect over 20,000,000 children in 40 countries, including the US, with the vital nutrients they need as a foundation for good health. To learn more about global malnutrition, micronutrient deficiencies, and Vitamin Angels' solution for change, visit vitaminangels.org.

(i) Fawzi WW et al (1993). Vitamin A supplementation and child mortality: A meta-analysis. Journal of the American Medical Association, 269: 898-903.

SOURCE Whole Foods Market

CONTACT: +1-310-752-4509, janette@thephelpsgroup.com

Whole Foods Market® and Vitamin Angels Tackle Childhood Malnutrition; Learn about Vitamin Angels, stock up on supplements and help children in need PR Newswire November 1, 2010
Monday 2:16 PM EST

URL: <http://www.prnewswire.com>

LOAD-DATE: November 2, 2010



20 of 288 DOCUMENTS

Copyright 2010 PR Newswire Association LLC
All Rights Reserved
PR Newswire

June 9, 2010 Wednesday 8:40 AM EST

LENGTH: 453 words

HEADLINE: Vemma(R) to Aid Children's Miracle Network(R) and the NEXT Generation

DATELINE: SCOTTSDALE, Ariz., June 9

BODY:

SCOTTSDALE, Ariz., June 9 /PRNewswire/ -- Vemma's second annual fundraising campaign for Children's Miracle Network kicks off this summer, June 1 - August 31, 2010. Funds raised will contribute to medical care, research and education throughout a network of 170 children's hospitals and foundations. Vemma NEXT, the company's liquid **children's supplement**, will play a key role in the fundraising effort.

Funds will be raised through Vemma Brand Partner and employee contributions, online donations, as well as an allocation of proceeds from the sale of Vemma NEXT. Marketing aspects of the campaign include co-branding of the Vemma NEXT product, e-mail marketing, social media marketing via Facebook and Twitter, and a mobile donation campaign through the Mobile Giving Foundation where donors can text the word "Vemma" to 85944 to make a \$10 donation*.

Founded in 2004 by BK Boreyko, Vemma Nutrition Company is rapidly growing as one of the premier industry leaders specializing in premium liquid nutrition. Every day thousands of people join the company's mission to make a positive difference in the lives of others through the sharing of the clinically proven Vemma formula. Vemma wellness products, coupled with the company's rewarding business opportunity, help people live a better quality of life, physically and financially. Vemma is headquartered in Scottsdale, Arizona, and distributes its products through a global network of independent Brand Partners operating in 50 countries. For more information, please visit <http://www.vemma.com>.

Children's Miracle Network helps create miracles every day by raising funds for 170 children's hospitals. Donations to Children's Miracle Network fund the medical care, research and education necessary to help save and improve the lives of more than 17 million children each year. For more information, please visit <http://www.childrensmiraclenetwork.org>.

Vemma(R) to Aid Children's Miracle Network(R) and the NEXT Generation PR Newswire June 9,
2010 Wednesday 8:40 AM EST

*A one-time donation of \$10 will be added to your mobile phone bill or deducted from your prepaid balance. Messaging and data rates may apply. All charges are billed by and payable to your mobile service provider. Service is available on most carriers. Donations are collected for the benefit of Children's Miracle Network by the Mobile Giving Foundation and subject to the terms found at <http://www.hmgf.org/t>. You can unsubscribe at any time by replying STOP to short code 85944; reply HELP to 85944 for help.

Media Contact:

Lynn McGovern
(480) 927-8673
lynn@vemmanutrition.com

This press release was issued through eReleases(R). For more information, visit eReleases Press Release Distribution at <http://www.ereleases.com>.

SOURCE Vemma Nutrition Company

CONTACT:Lynn McGovern of Vemma Nutrition Company, +1-480-927-8673, lynn@vemmanutrition.com

URL: <http://www.prnewswire.com>

LOAD-DATE: June 10, 2010



22 of 288 DOCUMENTS

Copyright 2010 PR Newswire Association LLC
All Rights Reserved
PR Newswire

May 28, 2010 Friday 1:20 PM EST

LENGTH: 556 words

HEADLINE: Vemma(R) Gives Over \$315,000 in Children's Nutritional Products to Supply Vital Nutrition to Children in Haiti and the United States

DATELINE: SCOTTSDALE, Ariz., May 28

BODY:

SCOTTSDALE, Ariz., May 28 /PRNewswire/ -- Vemma Nutrition Company has donated in excess of \$315,000 of its premium **children's supplement**, Vemma NEXT(TM) to Kids in Distressed Situations (K.I.D.S.) as a first step in an ongoing donation partnership with the New York City-based nonprofit. This first donation has been earmarked primarily to assist with long-term relief efforts in Haiti spearheaded by K.I.D.S. and Operation Compassion, giving Haitian children access to the vital nutrients they are so desperately missing in their sparse diets. In addition, a portion of Vemma's donation will go to meet the nutritional needs of children in the United States through programs that support families in Tennessee affected by the recent flooding as well as military families who are in active service, yet having a hard time making ends meet.

BK Boreyko, Vemma Founder and CEO, commented, "We are honored to supply this nutritionally complete product, and are thrilled to know that our donation is going to reach children in Haiti and the U.S. who so desperately need help. Our collaboration with K.I.D.S. and their agency partners is going to have a direct impact on the health and livelihood of thousands of children now and in the future."

The finest and most complete **children's supplement** available, Vemma NEXT is physician formulated and includes the clinically proven immune enhancing and bioavailability results of its proprietary Vemma nutrition formula. Ideal for children ages 2 to 12, Vemma NEXT is enhanced with key nutrients that meet or exceed 100% of the USRDA, quercetin, over 65 plant-sourced minerals, 14 organic fruit and vegetable phytonutrient sources, choline and an all-natural vegetarian source of DHA (omega-3 fatty acid) to support healthy growth and development.*

Founded in 2004 by BK Boreyko, Vemma Nutrition Company is rapidly growing as one of the premier industry leaders specializing in premium liquid nutrition. Every day thousands of people

Vemma(R) Gives Over \$315,000 in Children's Nutritional Products to Supply Vital Nutrition to Children in Haiti and the United States PR Newswire May 28, 2010 Friday 1:20 PM EST

join the company's mission to make a positive difference in the lives of others through the sharing of the clinically proven Vemma formula. Vemma wellness products coupled with the company's rewarding business opportunity help people live a better quality of life, physically and financially. Vemma is headquartered in Scottsdale, Arizona and distributes its products through a global network of independent Brand Partners operating in 50 countries. For more information, visit vemma.com.

K.I.D.S. brings hope and self-esteem to more than 4.5 million children and their families each year by providing children's products donated by manufacturers and retailers. With overhead costs consistently under 2.5% K.I.D.S. is one of America's most efficient charities, has earned Charity Navigator's highest rating of four stars, and meets all standards set by the Better Business Bureau's Wise Giving Alliance.

*This statement has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

Media Contact:

Lynn McGovern (480) 927-8673 lynn@vemma.com

This press release was issued through eReleases(R). For more information, visit eReleases Press Release Distribution at <http://www.ereleases.com>.

SOURCE Vemma Nutrition Company

CONTACT:Lynn McGovern, Vemma Nutrition Company, +1-480-927-8673, lynn@vemma.com

URL: <http://www.prnewswire.com>

LOAD-DATE: May 29, 2010



23 of 288 DOCUMENTS

Copyright 2010 The New York Times Company
All Rights Reserved
Information Bank Abstracts
WALL STREET JOURNAL ABSTRACTS

May 4, 2010 Tuesday

SECTION: Section D; Column 1; Pg. 1

LENGTH: 79 words

HEADLINE: THE ABCS OF MISSING VITAMINS

BYLINE: Anna Wilde Mathews

BODY:

Sales of nutritional supplements to children are growing, but pediatricians caution that some children are taking them needlessly; sales of **children's supplements** were estimated at \$1.1 billion in 2008; some supplements taken in excessive doses, such as vitamin A, can be dangerous; trade group Council for Responsible Nutrition says most children between ages of 2 and 18 should take multivitamins because their diets alone do not meet nutritional requirements; drawings (M)

GRAPHIC: Diagram

LOAD-DATE: May 5, 2010



24 of 288 DOCUMENTS

Copyright 2010 PR Newswire Association LLC
All Rights Reserved
PR Newswire

March 11, 2010 Thursday 2:30 PM EST

LENGTH: 407 words

HEADLINE: America's Pediatrician Dr. Bill Sears Answers Michelle Obama's Call to Action to Help Eradicate Obesity;
America's Pediatrician Dr. Sears and his team will debut his new Dr. Sears Family Essentials(TM) product line at the Natural Products Expo West

DATELINE: IRVINE, Calif., March 11

BODY:

IRVINE, Calif., March 11 /PRNewswire/ -- Renowned pediatrician, author, and lecturer Dr. William Sears and his product team have announced the launch of his new Dr. Sears Family Essentials(TM) brand of **children's supplements** and healthy snacks at the Natural Products Expo West convention to be held in Anaheim, CA March 12-14. The company's stated mission, "To deliver healthy products that help nourish young bodies and minds."

It's by no coincidence the Dr. Sears Family Essentials launch comes on the heels of and answers the first lady's call to action for companies and government to focus on the obesity epidemic affecting America's youth. "I have been predicting this epidemic for years as my diagnosis of diabetes, heart inflammation, and even colitis in young children in my practice has been on the rise," says Dr. Sears. "Once upon a time, children received their nutrition from proper meals. Today, with children's schedules getting busier they rely on quick snacking which is typically comprised of highly processed foods and empty calories." Dr. Sears explains, "We don't have an eating disorder, we have a nutrition disorder or what I call 'NDD' or Nutrition Deficit Disorder. Diets filled with fast empty calories."

Dr. Sears' answer, Dr. Sears Family Essentials line of products, was created and formulated with the goal of providing parents with healthy alternatives to current snacking and supplement options.

The products contain no artificial ingredients and are always 100% natural. The Dr. Sears Family Essentials line includes supplement fruit chews, Omega-3 fish oil liquids and gels, specifically formulated infant and toddler supplements, and Popumz(TM), a healthy line of snack crisps. Sears' plans for the new products include securing distribution in traditional retail as well as

America's Pediatrician Dr. Bill Sears Answers Michelle Obama's Call to Action to Help Eradicate Obesity; America's Pediatrician Dr. Sears and his team will debut his new Dr. Sears Famil

points of "nutritional breakdown" including schools, community centers, and other areas currently dominated by unhealthy snack providers.

"We really hope to deliver products that will give parents a viable, cost-effective, and healthy option to provide to their children," states Sears. "If we can educate parents and provide kids with alternatives they like to eat, we have made a great first step toward combating our problem."

To find out more about the entire product line visit drsearsfamilyessentials.com.

SOURCE Dr. Sears Family Essentials

CONTACT: Michael Galef of Dr. Sears Family Essentials, 1-800-518-2774,
michael.galef@drsfe.com

URL: <http://www.prnewswire.com>

LOAD-DATE: April 8, 2010



27 of 288 DOCUMENTS

Copyright 2010 The Roanoke Times
All Rights Reserved
The Roanoke Times (Virginia)

January 8, 2010 Friday
Metro Edition

SECTION: Swoco; Pg. SC4

LENGTH: 434 words

HEADLINE: Passion for health food leads to lifestyle health center

BYLINE: Emily Flora emily.flora@swo-co.com 981-3191

BODY:

Barbara Sparks, a registered nurse and massage therapist, of Franklin County opened HALCYON (hal-see-on), a lifestyle health center, about three months ago on 5342 Franklin Road. HALCYON stands for hydration, activity, light, commitment, Yahweh (God), oxygen, and nutrition and means calm, peaceful, golden prosperity. "I just loved the charm of the log cabin," Sparks said.

"I have a passion for health food." After realizing that lifestyle choices greatly impact health status, Sparks began a health focused newsletter in the Washington, D.C., area. Little did she know that that small newsletter would be the beginning of a desire to help herself and others live healthier and happier lives. "Food may not be at the root of diseases or the cause for all diseases, but our health is linked to what we eat," Sparks said. "The foods we eat can either prevent them or feed their progression." Sparks grew up in Ohio and moved to the Franklin County area about 23 years ago. She received her nursing degree from Germanna College in Fredericksburg and then worked in vascular, oncology, palliative care and surgical hospital units and specialty clinics. She received her massage training in Myrtle Beach, S.C., including lymphatic decongestive therapy, myofascial release and tuina massage from the Academy of Traditional Chinese Medicine in Beijing, China. Before opening her own health center, she worked with Dr. John Kelly, in Rocky Mount. HALCYON provides health foods, and other goods and service to support people in their choices to live healthier lives. HALCYON also offers massage for women, health education, heart-healthy recipes, and personal service. Foods include natural and organic grains, flours, legumes, nuts, seeds, dried fruits, juices, gluten-free items, organic baby cereals, adult and **children's supplements**, vitamins, essential oils, herbal teas, "cruelty free" shampoos, soaps, and personal care produces. HALCYON will soon offer fresh juices and smoothies. Sparks also hopes to hold health education

Passion for health food leads to lifestyle health center The Roanoke Times (Virginia) January 8,
2010 Friday

programs. Prices for a massage (women only) is \$50 for a one hour session and 1/2 hour session is \$30. HALCYON is opened Monday through Thursday 9:30 to 6 p.m., Friday 9:30 to 4 p.m. and Sunday 11 a.m. to 5 p.m. "Our lifestyle choices have a profound impact on our health. I want to be a resource," Sparks said. "We are small, but we are growing. We will grow to the needs of the community." \ \ HALCYON n Email: halcyonhealth@aol.com n Phone: 206-2397 n Address: 5342 Franklin Road (in the log cabin on U.S. 220 north in the Clearbrook community, south of the Blue Ridge Parkway)

GRAPHIC: photo - Barbara Sparks has opened a lifestyle health center called HALCYON. For more photos of the center, visit The Notebook on swo-co.com. -- Courtesy of Barbara Sparks

LOAD-DATE: April 22, 2010



32 of 288 DOCUMENTS

Copyright 2009 Marketwire, Inc.
All Rights Reserved
Marketwire

October 7, 2009 Wednesday 9:29 AM GMT

LENGTH: 750 words

HEADLINE: Rainbow Light Unveils Two New Gummies: Gummy Get Well(TM) and Fiber Garden Gummies(TM), Just in Time for Cold and Flu Season; Natural Nutritional Support Boosts Immunity and Digestion for Children (and Adults)

DATELINE: SANTA CRUZ, CA; Oct 07, 2009

BODY:

With cold and flu season rapidly approaching, Rainbow Light(R) Nutritional Systems, a leader in natural nutrition for over 27 years, launches two new gummies to help families boost their immunity and digestive systems: Gummy Get Well(TM) Soothing Herbal Drops and Fiber Garden Gummies(TM) Fiber, Fruits and Veggies.

Gummy Get Well Soothing Herbal Drops is the most potent, 100 percent natural, stimulant-free kid's immune formula. With vitamin C and a calming herbal relief blend that includes elderberry, eucalyptus and peppermint, Gummy Get Well provides soothing comfort for sore throats, stuffy noses and respiratory discomfort. It is the only gummy-form remedy available in the market to deliver more than 1,000 milligrams of potent, calming herbal relief per gummy drop.

Fiber Garden Gummies provides over 3 grams of fiber per serving, more than any other brand. Delicious, 100 percent natural and sugar-free, Fiber Garden Gummies is a great way for kids -- and adults -- to get more fiber, fruits and vegetables in their diet. Since dietary fiber helps reduce after-meal elevations of blood sugar, sugar-free Fiber Garden Gummies are also appropriate snacks for adult consumers with pre-diabetes, with blood sugar imbalances or those dieting.

Fiber Garden Gummies' prebiotics further support digestion and immunity, and its high-ORAC antioxidant blend equals two servings of fruits and vegetables. Instead of added sugar, Fiber Garden Gummies are sweetened with natural sour berry, sour apple and sour mandarin flavors, and with xylitol, which is proven to benefit dental health by preventing dental cavities and reducing tooth decay.

"Many children are picky eaters and don't consume enough fruits and vegetables in their diet. Rainbow Light's new gummies can help promote immune resistance, digestion and regularity for

Rainbow Light Unveils Two New Gummies: Gummy Get Well(TM) and Fiber Garden Gummies(TM), Just in Time for Cold and Flu Season; Natural Nutritional Support Boosts Immunity and Digestion for Children (an

both children and their parents," said Linda Kahler, president of Rainbow Light. "They are a smart addition to any family's diet and medicine cabinet this season."

The two products are the newest introductions to Rainbow Light's Gummies line that experienced triple-digit growth in 2008, with combined sales growing 222 percent, according to SPINSscan, the leading natural products industry data-reporting agency. The company's **children's supplements** line grew 24 percent from January through June 2009, greatly outpacing the 1-percent category growth industry wide.(1)

Gummy Get Well and Fiber Garden Gummies are formulated by Rainbow Light's Director of Herbal Product Formulation Christopher Hobbs, an internationally renowned herbalist and author who successfully used these formulations in his clinical practice for more than 30 years.

The new gummies are available at fine health retailers nationwide and online at www.rainbowlight.com. SRP is \$10.99 for 30 Gummy Get Well gummies and \$19.99 for 30 stay fresh single serve packets of Fiber Garden Gummies.

About Rainbow Light(R) Nutritional Systems, Inc.:

Rainbow Light Nutritional Systems, a leader and innovator in natural nutrition since 1981, is best known as the manufacturer of the No. 1 selling natural multivitamin line, Just Once(R), and the No. 1 selling prenatal line, Prenatal One(TM). The Santa Cruz-based company is dedicated to delivering bio-balanced(TM) all-natural food-based formulas that are potent and absorption-enhanced.

In every product, Rainbow Light combines research-based optimal potencies and highly bioavailable complementary nutrient forms with energizing whole foods, botanicals and digestive support for increased energy and utilization with no stomach upset. These proven potencies, produced to the highest quality standards of purity and safety and delivered in a gentle, natural food base, offer consumers superior value and a difference they can feel and, in the case of canines, see. Rainbow Light formulas target both general and specific health concerns for women, men, seniors, children and their canine companions while building a foundation for overall wellness.

In February 2009, Rainbow Light expanded into the pet nutrition category with its new line of all-natural pet supplements, GreenDog Naturals(TM). For more information on Rainbow Light Nutritional Systems, call 1-800-571-4701 or visit www.rainbowlight.com or www.greendognaturals.com.

(1) SPINSscan data, July 2009

Image Available: http://www2.marketwire.com/mw/frame_mw?attachid=1082420

Media Contact:

Ruchika Jain/Adam Landres-Schnur

Graham & Associates

(415) 986-7212

Email Contact

www.rainbowlight.com

SOURCE: Rainbow Light

Rainbow Light Unveils Two New Gummies: Gummy Get Well(TM) and Fiber Garden Gummies(TM), Just in Time for Cold and Flu Season; Natural Nutritional Support Boosts Immunity and Digestion for Children (an

LOAD-DATE: October 8, 2009



39 of 288 DOCUMENTS

Copyright 2009 North Jersey Media Group Inc.,
All Rights Reserved
The Record (Bergen County, NJ)

May 20, 2009 Wednesday
All Editions

SECTION: BETTER LIVING; Pg. F02

LENGTH: 154 words

HEADLINE: Ridgefield Park shop has health food for all ages

BYLINE: Terecille Basa-Ong, North Jersey Media Group

BODY:

The signs in the window tell the story: freshly squeezed juices. Cream sodas and smoothies. Cinderella Juice.

They're among the featured offerings of Wellbeing Land, a health-minded shop that was opened in Ridgefield Park last year by James Lee, a former wholesaler of Korean **children's supplements**.

"I'm thinking about the health of my children, our children, in town, wherever, and the senior people, too," said Lee, of Maywood, who said he chose Main Street for its "elderly, quiet, traditional, antique" feel.

Lee's wife, Sarah, and daughter, Ruth, make the smoothies and sodas to order, as well as the freshly squeezed juices, which include the Cinderella Juice, a sour orange, lemon and mango concoction geared for kids.

The shop also serves pound cake, croissants and other individually wrapped baked goods, and stocks coffee beans and all-natural cosmetics.

Wellbeing Land is at 175 Main St., Ridgefield Park; 201-440-1791.

GRAPHIC: PHOTO, TYSON TRISH/STAFF PHOTOGRAPHER - James Lee and his daughter Ruth enjoy a strawberry banana smoothie.

LOAD-DATE: June 12, 2009



40 of 288 DOCUMENTS

Copyright 2009 Business Wire, Inc.
Business Wire

May 12, 2009 Tuesday 11:28 AM GMT

DISTRIBUTION: Business Editors; Fitness/Nutrition Writers

LENGTH: 325 words

HEADLINE: Research and Markets: This Essential 2009 Children's Nutrition Report is Now Available

DATELINE: DUBLIN

BODY:

Research and Markets (http://www.researchandmarkets.com/research/3cfa14/2009_kids_nutriti) has announced the addition of the "2009 Kids' Nutrition Report" report to their offering.

New for 2009- we present the inaugural Children's Nutrition Market report. Building upon the children's issue, the report quantifies and presents data for market size, growth and sales estimates in the burgeoning kids' health market from every product category-supplements, healthy foods, natural & organic foods and beverages, and natural & organic personal care. The report uses our classic sales channel analysis, helping readers gain insights into the business of children's health and nutrition through an understanding of not only mass market and natural & specialty retail, but also direct-to-consumer sales via the internet, practitioners, MLMs and DRTV/Radio. The report will also cover leading and emerging companies, brands, products and trends in this space.

This report will include:

- . Cover leading and emerging companies, brands, products and trends in the children's health market
- . Explore the **children's supplement** market from a product development and marketing standpoint, and look at what is driving the growth of supplement usage by children; what products and brands are breaking through and why; and how the economy and recent negative research press are affecting sales
- . Profile companies that have broken into and are shaping the healthy vending machine market in U.S. schools and other public spaces

Research and Markets: This Essential 2009 Children's Nutrition Report is Now Available Business
Wire May 12, 2009 Tuesday 11:28 AM GMT

- . Dive into the natural & organic personal care market for babies, children and teens by exploring product and marketing trends across a variety of product categories, including eco-friendly diapers, skincare, hair care and oral care

For more information visit

http://www.researchandmarkets.com/research/3cfa14/2009_kids_nutriti

CONTACT: Laura Wood

Senior Manager

press@researchandmarkets.com

Fax from USA: 646-607-1907

Fax from rest of the world: +353-1-481-1716

URL: <http://www.businesswire.com>

LOAD-DATE: May 13, 2009



44 of 288 DOCUMENTS

Copyright 2008 Business Wire, Inc.
Business Wire

July 16, 2008 Wednesday 12:30 PM GMT

DISTRIBUTION: Pharmaceutical Writers; Business Editors; Consumer Products Writers

LENGTH: 651 words

HEADLINE: Gamma Pharmaceuticals to Exhibit at Leading Chinese Products Expo;
Company to Showcase Nutritional Supplements to More Than 30,000 Industry Professionals

DATELINE: LAS VEGAS

BODY:

Gamma Pharmaceuticals Inc. (OTCBB:GMPM) announced today that it will exhibit its nutritional supplements at the 8th Annual Fashion Baby Maternal-Infant-Children Products Expo (the "Expo") in China from July 17-19th in Shanghai, China. The Expo is the largest exhibition of maternal/infant/children's products in Asia. Gamma will have the opportunity to showcase its **children's supplement** products to over 30,000 professional visitors, including major distributors, retailers, chain store buyers and media from all major cities of China.

Gamma's Brilliant Choice(TM) range of **children's supplement** will be showcased. The range includes children's multivitamins, calcium, immune boosters and fiber gelibite(TM) supplements.

"We are pleased to have been invited to exhibit at this prestigious exhibition," said Mr. Hao Zhang, Chief Marketing Officer, who is overseeing Gamma's participation in the event. "We expect to add at least three new distributors as a result of our participation, as well as gain exposure to many of the key decision-makers that can help expand the reach for our products. With an estimated 22 million new babies born each year in China, the opportunity to sell our great-tasting, quality nutritional supplements is substantial."

Gamma Pharmaceuticals Inc. is a marketing and product formulation company focused on developing, marketing, and selling innovative product lines of nutritional supplements, personal care products and OTC pharmaceutical products in Greater China (China, Hong Kong & Taiwan) and the United States. Gamma's product formulations, based on its proprietary "Gel Delivery Technology" (Gel Delivery Technology Gamma®) are marketed and sold in categories growing at 60% per year and generally described as "wellness products." Gamma offers consumers one of the industry's only full suite of gel product forms, including solid gels, liquid gels, crystal gels and gel

Gamma Pharmaceuticals to Exhibit at Leading Chinese Products Expo; Company to Showcase Nutritional Supplements to More Than 30,000 Industry Professionals Business Wire July 16, 2008
Wednesday 12:30 PM

strips. Gamma's leading position in gel technologies enables the Company to profit from consumer preferences which are moving away from pills and capsules and towards new and more effective gel product forms. Gamma presents consumers with a choice that offers a more pleasant experience with convenient, great tasting and fast acting product forms.

Gamma master brands include: Brilliant Choice(TM), Savvy Choice(TM) Vitamins, Nutritional Supplements and Immune Boosters; iceDROP® Instant Hand Sanitizer(TM) (Beijing); Jugular® Energy - "Go for the Jugular®" is Gamma's master brand for the youth market. Gamma has developed and is refining formulations for Diabetes Type II/Pre-Diabetes, Stress Reduction, Cognition, Well being, Menopause Symptoms, and Personal Care Products. Gamma also develops and manufactures house brands for major retailers. At this time Gamma is holding licenses for 9 SKUs in China.

Gamma targets consumers in the fast growing Greater China and U.S. wellness and healthcare markets (LOHAS) and the youth energy products market with Gel products. Primary channels are retail pharmacies, supermarkets, club stores and other big box outlets, as well as the U.S. Military. Secondary channels are Internet and direct selling. Gamma uses third party distributors or sells direct to retail.

Forward-Looking Statements: This news release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Such statements are subject to certain risks and uncertainties, and actual circumstances, events or results may differ materially from those projected in such forward-looking statements. The Company cautions readers not to place undue reliance on any forward-looking statements. The Company does not undertake, and specifically disclaims any obligation, to update or revise such statements to reflect new circumstances or unanticipated events as they occur.

CONTACT: Gamma Pharmaceuticals Inc.
Peter Cunningham or Joe Cunningham, 702-989-5262

URL: <http://www.businesswire.com>

LOAD-DATE: July 17, 2008



53 of 288 DOCUMENTS

Copyright 2007 Daily Camera and Boulder Publishing, LLC
All Rights Reserved
Daily Camera (Boulder, Colorado)

September 4, 2007 Tuesday

SECTION: FIT; Pg. D08

LENGTH: 1010 words

HEADLINE: The multibillion dollar question: Are supplements right for kids?;
A growing array of options exists, but clear guidelines are few

BYLINE: Cindy Sutter Camera Staff Writer

BODY:

Caitlin Oriel, 17, has grown up taking supplements for allergy problems and colds. Her family chose supplements such as echinacea and goldenseal to help with colds, and homeopathic remedies to deal with frequent allergic rashes.

"We used a couple of alternative medicine books that were really useful," says her father, Andy Oriel, a Boulder massage therapist and Pilates instructor. "That's not to say that we're anti-Western medicine. It's just that prescription and even over-the-counter drugs are so strong and have such drastic side effects that we tend to try everything else first. We're pretty conventional in our unconventionality."

It's not clear what percentage of the \$18 billion a year supplement industry is aimed at children, but walk into a natural foods store, and you'll notice an increasing number devoted to children and teenagers.

Matthew Becker, herbalist at Pharmaca divides **children's supplements** into three categories: general nutrition; immune system, colds and allergies; and stress and nervous system issues such as stress and focus. He says it's especially important when considering **children's supplements** to consider safety and choose substances that are not too strong for a child's system.

For example, if recommending a supplement to help with mental focus, he would likely recommend a tincture of lavender, rather than ginkgo biloba.

"It's so safe if they drank the whole bottle, nothing would happen," he says of the lavender, although he adds that parents should discuss any supplement with their doctor.

The multibillion dollar question: Are supplements right for kids?; A growing array of options exists, but clear guidelines are few Daily Camera (Boulder, Colorado) September 4, 2007 Tuesday

Many pediatricians are less than impressed with supplements. Some don't even recommend the ubiquitous multivitamin.

"There's a difference between safety and effectiveness," says Dr. Nancy F. Krebs, professor of pediatrics at the University of Colorado School of Medicine. "For normal, healthy children, there's very little evidence to indicate they're going to benefit from a daily multivitamin. In this country, we have good access to a good variety of affordable food. If they're growing normally and eating a well-rounded diet, even if it isn't perfect in the eyes of parents, the chances of a true vitamin deficiency are just about nil."

Even children who aren't crazy about vegetables likely get vitamins in many fortified foods, she says, although parents who would prefer to give a multivitamin as an insurance policy, certainly wouldn't do their children any harm.

However, many parents who give their **children supplements** want to increase their antioxidant levels. Becker says many parents give their children powders derived from fruits and vegetables, which can be added to juice. He also sometimes suggests supplements of DHA, an essential fatty acid that has been linked to brain development in infants, although he says fortified eggs are an excellent way to get the same substance into the child's diet.

Becker says families who are vegan should have their children checked for iron deficiency. However, iron should never be given unless there is a demonstrated deficiency.

Dr. Albert Mehl, a pediatrician at Kaiser Permanente in Lafayette, recommends a multivitamin for extremely picky eaters. Otherwise, the only supplement he regularly suggests is fluoride for families who live in Erie, where the water supply is not fluoridated.

Likewise Mehl and Krebs are not persuaded about the merits of echinacea, one of the more studied and popular supplements, for cold prevention. Several small studies have given contradictory results. However, a review of existing studies published in the July issue of The Lancet Infectious Diseases, found that echinacea could have a preventative effect and also reduce the duration of colds. For the study, the researchers analyzed 14 randomized and placebo-controlled studies out of 700, and concluded that echinacea reduced the risk of catching a cold by 58 percent. Although they also found an effect on duration of the cold, the size of the effect could not be agreed upon. Becker also suggests Vitamin C for colds. Mehl says one study has shown that the vitamin reduces the duration of a cold by about a day. Krebs says Vitamin C can have antihistamine properties in higher doses. However, she cautions against giving high doses to children, and says adults should give thought to taking more than 2,000 milligrams.

"If you're taking vitamins in much larger doses, you need to think of them as potentially potent in unexpected ways," she says. Krebs points to some animal studies that indicate the Vitamin C in high doses can actually be pro-oxidant - increasing oxidation at a cellular level - rather than having antioxidant properties as it does in lower doses.

While most vitamins and minerals are not dangerous in higher than recommended doses, Vitamin A is an exception, since the body cannot get rid of it in large amounts.

Krebs says calcium in too high a dose can prevent absorption of other nutrients.

Other immunity boosters, according to Becker, are Larix, a polysaccharide or long-chain sugar to boost immunity and elderberry extract.

The multibillion dollar question: Are supplements right for kids?; A growing array of options exists, but clear guidelines are few Daily Camera (Boulder, Colorado) September 4, 2007 Tuesday

Andy Oriel says parents often forget remedies that don't require a trip to the store.

"Just old-fashioned things like chicken soup, a hot water bottle, bed rest and drinking plenty of fluids," he says. "Our pace of life is so fast now that even children have pressures. It's like a job. They can't afford to miss school for awhile. They get too far behind, and it's too hard to catch up.

"I think we're only just beginning to understand how important a balanced lifestyle is for health," he adds. "Whether it be for children or adults, we need to treat the whole person - mind, spirit and emotion."

Caitlin says she likes her parents' approach. Recently she came back from a trip with an itchy, allergic rash.

"I went to the doctor, he gave me some drugs," she says. "They were really, really powerful. They made me drowsy. Having those heavy drugs isn't fun. I'd rather have herbal drugs that have less side effects. If it doesn't help, try something else."

Contact Camera Staff Writer Cindy Sutter at 303-473-1335 or sutterc@dailycamera.com

GRAPHIC: Andy Oriel and his wife Bonnie, left, have raised their daughter Caitlin using both traditional and herbal remedies when it comes to Caitlin's health.

LOAD-DATE: September 7, 2007



56 of 288 DOCUMENTS

Copyright 2007 The News Journal (Wilmington, DE)
All Rights Reserved
The News Journal (Wilmington, Delaware)

July 11, 2007 Wednesday
Final Edition

SECTION: SPORTS; Pg. 2C

LENGTH: 602 words

HEADLINE: Exercisers get boost from supplements

BYLINE: VICKI HUBER RUDAWSKY {dcidc} Vicki Huber Rudawsky is a former Olympic runner. Her column appears every other Wednesday in The News Journal. Submit running questions for Vicki to sports@delawareonline.com

BODY:

ON RUNNING

Over the past 10 years, I have learned to listen to my husband, mostly because he usually is right. There is one thing, however, that I cannot bring myself to do. I just can't remember to take the vitamin supplements he wants me to.

Back in college, our team was given a popular brand of vitamins to take -- a multi, calcium, iron, and vitamins C and E. For some reason, they did not react well with my system, and I spent the entire year feeling nauseous.

Even when pregnant with my two children, I was unable to handle the normal prenatal vitamins women are encouraged to take. Instead, I took two Flintstones **children's supplements** every day.

How important are vitamin supplements? Most people believe that eating a balanced diet is enough. Unfortunately, most of us don't eat as well as we think we do, and even if we do, it still may not be enough.

The nutritional value of our foods has been affected by modern farming methods. Soil quality has been degraded, and by growing foods designed to increase quantity, they often are picked before ripe. Therefore, they never reach their full vitamin and mineral value. While in storage, fruits and vegetables lose even more vitamins before they reach our tables.

Exercisers get boost from supplements The News Journal (Wilmington, Delaware) July 11, 2007
Wednesday

Based on this information alone, it seems that supplementing our diets would be helpful in maintaining good health. Athletes, and those who exercise on a regular basis, should also consider adding supplements to their day because of the extra physical stress they put on their bodies. Stress depletes the body of nutrients, and vitamins C, E, B-complex and zinc have been found to help the body in times of stress.

Exercise also produces free radicals -- a normal byproduct of metabolism -- but too many free radicals can be damaging to tissues. One way to protect yourself from free radical damage is to take supplements, especially antioxidants.

Liz Applegate, nutritionist for Runner's World magazine, mentions five situations in which taking supplements is highly recommended. A diet with a caloric intake of fewer than 1,200 calories a day means that several important nutrients likely are missing. A person who is lactose intolerant and cannot eat dairy products may need to add calcium and riboflavin; other food allergies leave a person short on nutrients.

A vegetarian diet makes it tough to meet iron and zinc requirements, as well as B12, D and riboflavin. Finally, pregnancy means supplementing with folic acid, iron and a prenatal vitamin.

For the average consumer, with more than 29,000 supplements to choose from, how do we know what we need? According to Applegate, the FDA puts few to no restrictions on supplement manufacturers, and they can make virtually any claims about what their products do. The best advice would be to talk with your doctor about what supplements you may need based on genetics, lifestyle, exercise level and eating habits.

Some of the most popular supplements include the following: calcium, chromium, creatine, fish oil, folic acid, ginseng, glucosamine and chondroitin sulfate, iron, magnesium, protein, phytochemicals, vitamins C and E, zinc and whey protein.

Just remember that many supplements don't contain the active ingredients that are listed on the label, and some contain ingredients that are not listed.

And as for me, the least I can do for my husband is to take one or two supplements that I know are helpful to my body, especially with what I ask it to do every day.

{dcidc} Vicki Huber Rudawsky is a former Olympic runner. Her column appears every other Wednesday in The News Journal. Submit running questions for Vicki to sports@delawareonline.com

LOAD-DATE: July 12, 2007



59 of 288 DOCUMENTS

Copyright 2007 ProQuest Information and Learning
All Rights Reserved
Copyright 2007 The Culvert Chronicles
The Culvert Chronicles

March 22, 2007 - March 28, 2007

SECTION: HERE'S TO YOUR HEALTH; Pg. 9 Vol. 2 No. 10

ACC-NO: 78589

LENGTH: 2505 words

HEADLINE: Integrative Medicine Therapy And Children: What Every Parent Should Know?

BYLINE: Kornhauser, Stanley H.

By STANLEY H. KORNHAUSER, Ph.D.

BODY:

ABSTRACT

(Note: Many people also use other terms in addition to or instead of "Integrated Medicine," such as "complementary and alternative medicine," "holistic medicine" and "non-allopathic medicine.")

In addressing this topic, a good place to start is with the question, how many children are using Integrative Medicine (IM)? As of yet there has not been a large, nationally representative survey on this topic that covers the full range of IM therapies. There has been, however, more limited surveys which support the fact that many young people are using IM, with some groups having a particularly high rate of use - such as young people who have diseases and conditions that could be described as any or all of the following:

Parents also need to ask what is known from scientific studies about how se a specific IM therapy is in children. The best place to seek this information are from (1) the child's physicians and (2) reports of scientific studies that have been published in peer-reviewed journals (resources for locating these are at the end of this article). For most IM therapies, there have not been many rigorous studies in young people (if such studies have been done ate all). More rigorous studies are needed. Anecdotes and testimonials (personal stories) about IM therapies are common and can be compelling, but are not evidence.

Integrative Medicine Therapy And Children: What Every Parent Should Know? The Culvert
Chronicles March 22, 2007 - March 28, 2007

FULL TEXT

(Note: Many people also use other terms in addition to or instead of "Integrated Medicine," such as "complementary and alternative medicine," "holistic medicine" and "non-allopathic medicine.")

In addressing this topic, a good place to start is with the question, how many children are using Integrative Medicine (IM)? As of yet there has not been a large, nationally representative survey on this topic that covers the full range of IM therapies. There has been, however, more limited surveys which support the fact that many young people are using IM, with some groups having a particularly high rate of use - such as young people who have diseases and conditions that could be described as any or all of the following:

- * Chronic (over 50 percent of children with chronic conditions, by one' estimate)
- * Serious
- * Painful or uncomfortable
- * Having an unpredictable course
- * Disabling
- * Not having an established cure.

Examples of diseases and conditions in which IM is used include cancer, asthma, juvenile arthritis, cystic fibrosis, mental health problems, ADHD (attention deficit hyperactivity disorder), diabetes, chronic pain syndromes, upper respiratory illnesses, skin conditions, and headaches is also used for other health purposes, such as preventing illnesses like colds and ear infections, coping with symptoms like pain and fear, "enhancing" the immune system, weight loss, and general health promotion.

Other reasons that IM is used in children include:

- * One or both parents use IM
- * Word-of-mouth
- * Cultural or ethnic tradition
- * To improve quality of life
- * Dissatisfaction with conventional medical treatment - for example, with complexity, discomfort, risks, and/or costs
- * All options in conventional therapy have been tried
- * To meet a faith-based or spiritual need
- * For a greater sense of control (in contrast to a sense of powerlessness)
- * To participate more actively in health care
- * A desire or a more "holistic" or "natural" approach to care
- * Effects of advertising.

Integrative Medicine Therapy And Children: What Every Parent Should Know? The Culvert Chronicles March 22, 2007 - March 28, 2007

Adolescents have a high rate of using IM. In a national, generally representative survey of about 1,300 young people 14 to 19 years old, 80 percent had used IM at least once in their lifetime and 50 percent within the past month.

Types Of CAM Therapies

As has been reported in adults, IM therapies from all domains and whole medical systems are used in children, including herbs, massage, acupuncture, chiropractic, naturopathy, special diets, biofeedback, hypnosis, homeopathy, and others.

Increasingly, so are dietary supplements. The overall market (for **children's supplements** (which cover a broad range of products such as vitamins, minerals, and herbs) had reached an estimated \$510 million per year in 2002, according to industry analysts. It is important to note that not all dietary supplements the ways they are used, are considered.

Some are part of conventional medicine, such as using vitamin K to prevent bleeding disorders in newborn babies or iron supplements to treat anemia. Dietary supplements are also marketed to the public (including to young people directly) for IM purposes.

Discussions With Health Care Providers

Children and their parents often do not tell their pediatrician or other health care provider that a child is receiving IM. Many adolescents, for example, are reluctant to have this discussion because they believe a provider doesn't know about IM or is not interested in it or would not approve, or there are confidentiality concerns.

For their part, pediatricians appear to have mixed views on IM. A 2001 survey of members of the American Academy of Pediatrics found that among 745 members:

- * 87 percent had been asked about IM therapies by a patient or a parent in the 3 months prior to the survey. Most often, these doctors were asked about herbs and dietary supplements.

- * Fewer than 5 percent felt very knowledgeable about the IM therapies they were being asked about.

- * Two-thirds (66 percent) believed IM therapies could enhance recovery or relieve symptoms. However:

- Three quarters (75 percent) were concerned about possible side effects

- Three-quarters were concerned that IM use might delay mainstream care.

Thus, pediatricians do not appear to be "against" IM, but do not understand it as well as they do non IM therapies. An important message that has emerged from this and other studies, as well as from clinical practice, is that patients and their families need to talk with their doctors about every therapy they are using or considering - regardless of the tradition or belief system it comes from - so that doctors can provide comprehensive care.

Safety

Are IM therapies safe for children? It is not possible to answer this for IM as a whole, which is like trying to answer the question "Is surgery safe for children?" It depends on the therapy, the child, the health condition, and other factors.

Integrative Medicine Therapy And Children: What Every Parent Should Know? The Culvert
Chronicles March 22, 2007 - March 28, 2007

One can, however, begin to address the question of whether a specific IM therapy is safe for a specific child by knowing, first, that children are not small adults. They differ from adults - for example, in how their bodies absorb, use, and eliminate medications and other substances. Their immune and central nervous systems are not fully developed, which can make them (especially infants and young children) respond to treatments differently than adults. In addition, individual children, even of the same age, are different (for example, in weight) and will respond differently to the same treatment.

second, many IM therapies are generally safe but have side effects or risks or people with specific medical issues. For example, chamomile tea is considered safe in small doses, but not if a child is allergic to chamomile's family of plants or takes the tea in place of needed nourishment. In HIV-positive children, some herbs can influence the effectiveness of anti-HIV medications.

Parents also need to ask what is known from scientific studies about how safe a specific IM therapy is in children. The best place to seek this information are from (1) the child's physicians and (2) reports of scientific studies that have been published in peer-reviewed journals (resources for locating these are at the end of this article). For most IM therapies, there have not been many rigorous studies in young people (if such studies have been done at all). More rigorous studies are needed. Anecdotes and testimonials (personal stories) about IM therapies are common and can be compelling, but are not evidence.

When a therapy is delivered by an IM practitioner, it is important to talk to the practitioner. Ask about their education, training and experience in delivering care to children, their values and philosophy on care and health; whether they tailor care to the individual child; and how they collaborate with other providers, including M.D.s

For herbal and other dietary supplements, there are special points on safety:

- * Plants and other ingredients can have direct effects - positive and negative - in the body. Many modern prescription drugs are derived from plants. Just because something is natural, however, does not automatically mean it is safe.

- * An herb or supplement could interact with something else a child is taking such as another herb, another supplement, or a drug, and change the way these act in the body.

- * Herbal and other dietary supplements are not regulated by the U.S. Food and Drug Administration (FDA) as strictly as are prescription drugs. These products and their ingredients can vary a great deal, even from lot to lot or bottle to bottle. Some dietary supplements have been analyzed and, in some cases, found to contain ingredients that are unlabeled (such as hormones or stimulants) or contaminants (such as heavy metals).

- * Herbs can cause problems with surgery (such as interactions with drugs and complications in bleeding). A few known examples from adult patients are echinacea, garlic, ginkgo, St. John's wort, and valerian.

Other Points To Consider

If you are a parent or health care provider consider treating a child with IM (or if you are a young person considering IM), also consider the following points:

- * It is important to discuss the therapy with your health care provider(s). Give them a full picture of what you do to manage health. This will help ensure coordinated and safe care.

Integrative Medicine Therapy And Children: What Every Parent Should Know? The Culvert
Chronicles March 22, 2007 - March 28, 2007

- * On the question of whether a therapy works, ask the child's physician and seek results of rigorous scientific studies on the specific therapy in the age group of concern.
- * An IM therapy should not be used instead of conventional care or to delay seeking that care.
- * Make sure you have received an accurate diagnosis from a licensed health care provider.
- * If you decide to use IM, do not increase the dose or length of treatment beyond what is recommended. More is not necessarily better.
- * If the child experiences an effect that concerns you, contact a health care provider.
- * If you are a woman who is pregnant or breastfeeding, remember that therapies you take can also affect your unborn child or your infant.
- * Be realistic in your expectations about a therapy. If something sounds too good to be true, it probably is. The FTC and the FDA have publications to help you evaluate health-related claims made, for example, about supplements, devices, and other products.
- * Store herbal and other supplements out of sight and reach of children.

In summary, many young people and their parents are turning to IM - because of deeply held beliefs, a wish to try other options beyond what conventional medical care offers, and for other reasons. This picture fits with the widespread use of CAM and integrative medicine described in the Institute of Medicine's 2005 report on CAM. For most CAM therapies, more scientific evidence from rigorous studies (including those supported by NCCAM) is needed in order to firmly answer questions about their safety and effectiveness in young people.

For more Information: National Center for Complementary and Alternative Medicine (NCCAM) Clearinghouse

The NCCAM Clearinghouse provides information on CAM and NCCAM, including publications and searches of Federal databases of scientific and medical literature. The Clearinghouse does not provide medical advice, treatment recommendations, or referrals to practitioners.

Toll-free in the U.S.: 1-888-644-6226; TTY (for deaf and hard-of-hearing callers): 1-866-464-3615; Web site: nccam.nih.gov; E-mail: info@nccam.nih.gov

PubMed:

A service of the National Library of Medicine (NLM) PubMed contains public information and (in most cases) brief summaries of articles from scientific and medical journals. CAM on PubMed, developed jointly by NCCAM and NLM, is a subset of the PubMed system and focuses on the topic of CAM

Web site: www.ncbi.nlm.nih.gov/entrez

CAM on PubMed: nccam.nih.gov/camonpubmed/

Federal Trade Commission (FTC)

The FTC is the Federal agency charged with protecting the public against unfair and deceptive business practices, including in the advertising of certain products. Its publications include *Miracle Health Claims: Add a Dose of Skepticism* and *Weighing the Evidence in Diet Ads*.

Integrative Medicine Therapy And Children: What Every Parent Should Know? The Culvert
Chronicles March 22, 2007 - March 28, 2007

Web site: www.ftc.gov

Toll-free in the U.S.: 1-877-382-4357

U.S. Food and Drug Administration (FDA)

The FDA oversees the safety of many products, such as foods (including dietary supplements), medicines, medical devices, and cosmetics. Its publications include Tips for the Savvy Supplement User.

Web site: www.fda.gov

Toll-free in the U.S.: 1-888-463-6332

American Academy of Pediatrics Provisional Section on Complementary, Holistic, and Integrative Medicine

Among the information this group offers are slide presentations by members on topics in pediatric integrative medicine and CAM, and print and Internet resources.

Web site: <http://www.aap.org/sections/chim/practice.htm>

Writer's Note: There are still several questions that need to be raised. Two significant ones are:

1. When a parent asks a health provider about a therapy for use in a child and there is no evidence from controlled clinical trials, how should that health provider respond? Michael Cohen and David Eisenberg at Harvard Medical School suggested the following response. It can be summed up as follows:

If the evidence reported in the scientific and medical literature on a therapy:

- * Supports the therapy's safety and effectiveness - recommend it and continue to monitor it
- * Supports the therapy's safety but is inconclusive on effectiveness - tolerate it, provide caution, and closely monitor its effectiveness
- * Supports the therapy's effectiveness but is inconclusive on safety - consider tolerating it, provide caution about it, and closely monitor its safety
- * Indicates either serious risk or ineffectiveness - avoid the therapy and actively discourage it.

2. What can health providers do to improve their IM knowledge so when they are asked about what evidence exists on a particular IM therapy they will know how to respond.

Read, ask patients, and ask colleagues about these therapies. Go to lunch with a chiropractor, acupuncturist, or massage therapist to find out more about what they do. Ask patients who go online for health information to bring in what they find. Be willing to ask others who know more about a therapy. Join the American Academy of Pediatrics' Provisional Section on Complementary, Holistic, and Integrative Medicine.

There are also other, similar groups elsewhere in the world. Some fellowship programs exist that provide in-depth training. Online education programs are available from (to name a few sources) the Northwest Area Health Education Center, the University of Minnesota's Center for Spirituality and Healing, NCCAM, and an increasing number of medical schools and academic health centers in the Consortium of Academic Health Centers for Integrative Medicine.

Integrative Medicine Therapy And Children: What Every Parent Should Know? The Culvert
Chronicles March 22, 2007 - March 28, 2007

GRAPHIC: IMAGE PHOTOGRAPH, Stanley B. Kornhauser, Ph.D.

LOAD-DATE: November 13, 2009



61 of 288 DOCUMENTS

Copyright 2006 PR Newswire Association LLC.
All Rights Reserved.
PR Newswire US

December 28, 2006 Thursday 6:16 PM GMT

LENGTH: 587 words

HEADLINE: Mannatech Reformulates Its Most Popular Children's Nutritional Supplement With Natural Sweeteners

DATELINE: COPPELL, Texas Dec. 28

BODY:

COPPELL, Texas, Dec. 28 /PRNewswire-FirstCall/ -- Mannatech, Incorporated (NASDAQ:MTEX), has reformulated its most popular **children's supplement**, MannaBears, with natural sweeteners.

Along with the new sweeteners, the colorful, chewy supplements include the company's proprietary Ambrotose complex, antioxidant support and beneficial phytochemicals.

Mannatech replaced the product's refined sugar and corn syrup with evaporated cane juice and tapioca syrup. Evaporated cane juice is a preferable alternative to refined sugar because it does not undergo the same degree of processing. Evaporated cane juice crystals and tapioca syrup replace the sugar crystals previously used to coat MannaBears to prevent them from sticking to each other in the bottle.

The company also replaced the product's green tea powder with pomegranate powder, which delivers antioxidant support without the caffeine. MannaBears also include pectin, which research indicates may aid digestion.*

"Parents can feel great about giving their children a product that is packed with glyconutrients and a phyto-proprietary blend of 11 dried fruits and vegetable powders," said Linda Padilla, Mannatech's vice president of global marketing.

MannaBears were originally introduced in March 2004 and have continued to gain in popularity ever since.

Founded in 1993, Mannatech is a leading wellness company and a pioneer in the field of proprietary glyconutritional supplements and wellness products. The company announced a ground-

Mannatech Reformulates Its Most Popular Children's Nutritional Supplement With Natural Sweeteners PR Newswire US December 28, 2006 Thursday 6:16 PM GMT

breaking formulation in 1996 of a nutritional supplement comprised of a unique blend of plant-based saccharides, which are also known as glyconutrients ('glyco' is the Greek word for 'sweet').

Medical research acknowledges that certain sugars are needed at the cellular level for optimum cellular function.* Considering that most of these sugars are often lacking in modern diets, Mannatech sought new and better sources of the nutrients. The effort culminated in 1996 with the Ambrotose complex.

Ten years of research, including in vitro studies, animal studies, human case reports and human clinical studies, suggest that Ambrotose provides a wide range of support for immune system functions.* More than 20 patents worldwide -- including one from the U.S. Patent and Trademark Office -- have been issued to Mannatech for technology related to the Ambrotose formulation.

Today Mannatech has more than two dozen glyconutritional products for adults and children that address health and nutrition, sports performance, weight management and skin care.

About Mannatech, Incorporated

Mannatech, Incorporated, is a global wellness solutions provider that develops innovative, high-quality, proprietary nutritional supplements, topical and skin care products, and weight management products that are sold through approximately 536,000 independent associates and members located in the United States and the international markets of Canada, Australia, the United Kingdom, Japan, New Zealand, the Republic of Korea, Taiwan, Denmark and Germany. For additional information about Mannatech, please visit <http://www.mannatech.com/> . Media may contact Alan A. Van Zelfden at 972-471-7334 or by e-mail at pr@mannatech.com .

* 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.

CONTACT: Alan A. Van Zelfden of Mannatech, Incorporated,
+1-972-471-7334, or pr@mannatech.com

Web site: <http://www.mannatech.com/>

SOURCE Mannatech, Incorporated

URL: <http://www.prnewswire.com>

LOAD-DATE: December 29, 2006



66 of 288 DOCUMENTS

Copyright 2006 The State Journal-Register
All Rights Reserved
The State Journal-Register (Springfield, IL)

November 6, 2006 Monday

SECTION: HEALTH; Pg. 11

LENGTH: 605 words

HEADLINE: More parents turning to vitamins for their kids

BYLINE: JACK WILLIAMS COPLEY NEWS SERVICE

BODY:

One day it's Halloween candies. The next it's Thanksgiving feasts and holiday pastries, a continuous trickle of treats.

It is enough to throw a real scare into nutritional watchdogs that have children's best interests at heart.

Add the abundance of fast-food eateries and the promoted convenience foods, and the path to adulthood is littered with more mine fields than a combat zone.

The results are reflected in childhood obesity rates, which already approach 20 percent nationally. Compounding the problem are reductions in school physical education programs, which in many cases are an afterthought, if not an anachronism.

Yet amid the doom and gloom are encouraging signs. Among them is that healthier cafeteria fare has become a national priority. Federal and state governments are tightening nutrition regulations and banning junk food and sodas from campuses.

Providing further impetus is a burgeoning **children's supplement** industry. While no substitute for well-balanced diets, prudently designed formulations can provide nutritional insurance for kids who would no more eat fruits and vegetables than give up video games.

In her role as a sounding board for concerned parents for Henry's Farmers Markets, certified nutritionist Janet Little helps navigate many people in what is considered uncharted territory.

"With children's bodies growing so quickly, cells multiplying so fast, it is wise to use a simple multivitamin," Little said.

More parents turning to vitamins for their kids The State Journal-Register (Springfield, IL)
November 6, 2006 Monday

"Proper nutrition can give a child a real advantage. Sadly, most children, with parents not having time to cook, are eating all processed foods."

Many such foods are high in saturated and trans fats, which can damage membranes in the cells.

Fortunately, the resilience of youth is designed to withstand such abuse.

"Bodies respond wonderfully to healthy eating and changes in lifestyle," Little said. "But the more prolonged the damage, the harder it is to reverse."

Fueling the proliferation of vitamins is the notion that certain concentrated nutrients can promote brain health and development.

"In the past 10 years, there's been an explosion in children's vitamins," Little said. "They've grown 100-fold in that time, many targeting brain health."

Children's vitamins range from liquid multivitamins designed for toddlers to chewable varieties and soft gels, some of which come in ice-cream-like flavors. The potencies generally are scaled down to an eighth or a fourth of an adult dosage.

Since deficiencies in such essential fatty acids as omega-3 and omega-6 have been linked to attention deficit hyperactivity disorder, manufacturers are quick to recommend a variety of choices in soft gel and liquid form.

Omega-3, a fish oil often taken by adults, is packaged more creatively for kids. Its occasional fishy taste is disguised by chocolate mint or other flavors.

A typical method for adults would be 1,000 milligrams to be taken three times a day. For children 4 and older, the suggested amount is 640 milligrams once or twice a day, Little said.

While not all experts recommend vitamins for children, most agree that a daily supplement can't hurt as long as the formulation doesn't exceed the recommended daily allowance for any ingredient.

"When parents ask about one brand or another, I tell them, 'Whatever the child will take,'" Little said.

If the child has health issues, however, it's best to consult with a physician before using vitamins.

Diet is always the first line of defense. Eliminating refined flours and sugars is a good place to start.

"It doesn't make sense to eat horribly and take vitamins to make up for it," Little said. "It's not going to work."

LOAD-DATE: November 9, 2006

108B8C

***** Print Completed *****

Time of Request: Wednesday, November 02, 2011 18:27:34 EST

Print Number: 2825:315676220

Number of Lines: 1013

Number of Pages:

Send To: SNYDER, NELSON
TRADEMARK LAW LIBRARY

600 DULANY ST
ALEXANDRIA, VA 22314-5790

108B8C

Time of Request: Wednesday, November 02, 2011 18:57:38 EST

Client ID/Project Name:

Number of Lines: 618

Job Number: 2825:315680979

Research Information

Service: Terms and Connectors Search

Print Request: Selected Document(s): 1,6,23,44,46,49

Source: US Newspapers and Wires

Search Terms: nocaps("children's nutritional supplement")

Send to: SNYDER, NELSON
TRADEMARK LAW LIBRARY
600 DULANY ST
ALEXANDRIA, VA 22314-5790



1 of 58 DOCUMENTS

Copyright 2011 PR Newswire Association LLC
All Rights Reserved
PR Newswire

August 11, 2011 Thursday 9:06 AM EST

LENGTH: 1656 words

HEADLINE: Abbott's PediaSure® Brand Aims to Help Moms With Picky Eaters "Take Back the Table" By Building Lifelong Healthy Eating Habits;
Survey reveals only one in ten moms struggling with a picky eater is successful in winning the mealtime battle

DATELINE: ABBOTT PARK, Ill., Aug. 11, 2011

BODY:

(NYSE: ABT) -- Providing proper nutrition is one of the most important things moms can do to help kids grow and develop. However, a recent survey by Abbott, the makers of PediaSure nutritional shakes, reveals that getting kids to eat a balanced diet is just as challenging as getting them to do homework. In fact, more than two-thirds of moms surveyed have a picky eater, and nine out of ten of these moms indicate they are unsuccessful at getting their picky eater to eat healthy and nutritious foods every day.

To view the multimedia assets associated with this release, go to:
<http://multivu.prnewswire.com/mnr/pediasure/51562/>

This mealtime "battle" can have a significant emotional toll on moms, with more than two out of three respondents saying that they feel like the "bad guy" when it comes to trying to influence their child's picky eating. To aid moms in their pursuit of healthy eating habits and restore order to the dinner table, Abbott introduces the PediaSure Mom Brigade, a team of real mom experts with experience in children's health and nutrition.

The PediaSure Mom Brigade is designed to connect with moms, provide tips and expert advice to help them ensure that, even with picky eaters, they are feeding their children's potential throughout the year. Members of the Mom Brigade include:

Dr. Rallie McAllister, MD, MPH - Family physician, who specializes in nutrition and wellness, and mother and cofounder of MommyMDGuides.com and coauthor of The Mommy MD Guide to Your Baby's First Year. Dr. Felicia D. Stoler, DCN, MS, RD, FACSM - Registered dietitian and exercise physiologist. Author of Living Skinny in Fat Genes(TM): The Healthy Way to Lose

Abbott's PediaSure® Brand Aims to Help Moms With Picky Eaters "Take Back the Table" By Building Lifelong Healthy Eating Habits; Survey reveals only one in ten moms struggling with a pic

Weight and Feel Great. Felicia is an on-air personality, journalist, consultant and mom. Sylvia Melendez-Klinger - Registered dietitian and mother, member of the American Dietetic Association and founder of Hispanic Food Communications, a nutrition and culinary communications consulting company.

Moms on Picky Eating: Survey Facts

58 percent say their biggest daily challenge is ensuring their child eats healthy and nutritious meals every day. Three in four have used persuasive tactics, such as disguising nutritious foods and ingredients (43 percent), giving rewards for eating healthy (38 percent), and bargaining (32 percent). 80 percent sometimes feel like they have no control over their child's picky eating habits. More than 75 percent give in to their picky eater rather than struggle. 25 percent make a completely separate meal at dinnertime for their picky eater. Concerns about picky eating include slower physical growth (42 percent), lack of attention and focus in school (39 percent) and obesity (38 percent).

Helping Moms "Win" At Mealtime

The kitchen table is often a place to discuss current events, school and friends, but picky eating can turn mealtime into a stressful struggle over what a child will or will not eat. PediaSure®'s Mom Brigade offers the following tips for turning mealtime chaos into an opportunity for teaching healthy eating habits.

Make dinner a group activity. Eat together! Children like to eat with their whole family, and eating as a group allows you to set a good example of which foods are nutritious. Designate a family dinner night where everyone can be together while eating, and it just might become your child's favorite night and meal of the week. Help children get involved. Every mom knows that children love to help and by letting your picky eater help with the meal preparation process they are more likely to enjoy the final product. Cooking meals can be fun, and children may eat foods they help to prepare. Teaching healthy habits for life is the ultimate goal. For moms with picky eaters, patience is key because the problem won't be solved overnight. It is important to provide some freedom for children to eat his or her own way, rather than forcing them to eat. In the meantime, to help with a child's daily nutritional well-being and for mom's peace of mind, try PediaSure® or PediaSure SideKicks®. PediaSure is a source of complete, balanced nutrition that's clinically proven to help children grow*. For picky eaters who are not behind on the growth curve, PediaSure SideKicks is a source of supplemental nutrition to help balance out their uneven diet. When children are given the opportunity to observe other children eating vegetables that they themselves previously refused to eat, their intake of the vegetable increases significantly. With this in mind, it's a good idea to serve nutritious foods at play dates and at family get-togethers. If one child eats his carrots and broccoli with gusto, the rest of the children are likely to follow suit. It's important to allow young children to make some decisions, including decisions about which foods to eat as long as those foods meet your approval. The key is to create a win-win situation by offering your child a choice between two similar, wholesome foods. Whichever food they choose, they'll be getting good nutrition and you'll be happy.

Commentary on Picky Eating:

From Dr. Rallie McAllister, MD, MDH, family physician, nutrition specialist, mother

Abbott's PediaSure® Brand Aims to Help Moms With Picky Eaters "Take Back the Table" By Building Lifelong Healthy Eating Habits; Survey reveals only one in ten moms struggling with a pic

"It would be great if our children ate every nutritious meal we fed them, but the fact is that when it comes to eating, they definitely have minds of their own. The good news is that while moms are encouraging their children to opt for healthy choices, they can help keep their child's daily nutritional well-being on track with PediaSure."

*Studied in children at risk for malnutrition

From Tama Bloch, RD, research scientist, Abbott Nutrition

"If moms are struggling with a daily picky eater, their child may not be getting essential nutrients for growth and development. The scientists at Abbott, like me, are constantly working to identify new ways to address nutritional challenges so that a child's nutrition is a little less worrisome to mom."

From Katherine Doyle, vice president, Pediatric Nutrition, Abbott Nutrition

"We understand that mom wants to ensure her child practices lifelong healthy eating habits. By empowering moms with expert information on nutrition and mealtime tips, PediaSure® is sharing tools to help make sure our children get good, balanced nutrition every day."

Where to Buy PediaSure Products

PediaSure products are available nationwide in the Baby/Toddler aisle at most grocery stores, drug stores and mass-merchandisers. PediaSure also can be ordered online at www.abbottstore.com.

About the Survey

The survey was conducted by Wakefield Research, on behalf of Abbott Nutrition, among 1,001 mothers in the U.S. with children ages 2-10, between April 14th and April 20th, 2011, using an email invitation and an online survey. Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results. For the interviews conducted in this particular study, the chances are 95 in 100 that a survey result does not vary, plus or minus, by more than 3.1 percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample.

About PediaSure®

A leader in providing complete, balanced nutrition® for more than 20 years, PediaSure is the number-one Pediatrician recommended brand for **children's nutritional supplements**, clinically proven to help children grow*. Each serving (8-fluid-ounce) is a good source of protein, and 23 vitamins and minerals including calcium and vitamin D for bone health, and antioxidant vitamins C & E and selenium for immune system health and prebiotics for digestive system health. PediaSure may be used as a nutritional supplement with or between meals, or as an ingredient in recipes to help add nutrition and calories to favorite meals and snacks. Great-tasting PediaSure Shakes are available in a variety of "Kid Approved" flavors: Vanilla, Vanilla with Fiber, Strawberry, Chocolate, Banana and Berry. (natural and artificial flavors)

PediaSure SideKicks® provides 25 essential vitamins and minerals, 7g of protein, and 3g of fiber to support your child's nutrition. PediaSure SideKicks is for kids who are growing fine, but may be missing nutrients. Great-tasting PediaSure SideKicks are available in three "Kid Approved" flavors: Vanilla, Strawberry, Chocolate. (natural and artificial flavors)

Abbott's PediaSure® Brand Aims to Help Moms With Picky Eaters "Take Back the Table" By Building Lifelong Healthy Eating Habits; Survey reveals only one in ten moms struggling with a pic

Always consult a health care professional for use in children under 2 years of age. When advised by a health care professional, PediaSure brand products may be used as a sole source of nutrition. Use as part of a healthy diet.

About Abbott Nutrition

For more than 85 years, Abbott Nutrition has been developing and marketing science-based nutritional products to support the growth, health and wellness of people of all ages. Internationally recognized brands include the Similac® brand of infant formulas; the Gain® brand of growing-up milks; the PediaSure® brand of complete and balanced nutrition for children; the Ensure® brand of complete and balanced nutrition for adults; and Glucerna® brand of nutrition shakes and bars for people with diabetes. Abbott Nutrition also offers EAS® specialized products to meet the unique nutritional needs of athletes, as well as ZonePerfect® all-natural nutrition bars for busy, active lifestyles.

More information about Abbott Nutrition's products is available on the Web at www.AbbottNutrition.com.

About Abbott

Abbott is a global, broad-based health care company devoted to the discovery, development, manufacture and marketing of pharmaceuticals and medical products, including nutritionals, devices and diagnostics. The company employs nearly 90,000 people and markets its products in more than 130 countries. Abbott's news releases and other information are available on the company's Web site at www.abbott.com.

*Studied in children at risk for malnutrition

SOURCE Abbott

CONTACT:Media: Hollie Andrews, +1-614-624-7485

URL: <http://www.prnewswire.com>

LOAD-DATE: August 12, 2011



6 of 58 DOCUMENTS

Copyright 2010 Comtex News Network, Inc.
All Rights Reserved
Copyright 2010 eTeligis.com, All Rights Reserved
MacReport/eTeligis

This content is provided to LexisNexis by Comtex News Network, Inc.

September 24, 2010 Friday 8:18 AM EST

LENGTH: 940 words

HEADLINE: Gamma Pharmaceuticals Ships Products to Fulfill Purchase Orders and Books Revenue

DATELINE: LAS VEGAS, NV

BODY:

Gamma Pharmaceuticals Inc. (PINKSHEETS: GMPM):Gamma Pharmaceuticals Inc. ("Gamma" or the "Company") announced today the shipment of products pursuant to the purchase order announced August 16, 2010. Gamma also announced today that the Company has booked revenue for the transaction representing the Company's first significant revenue achievement in nearly two years and signifying the success of Gamma's turnaround strategy implemented by management earlier this year. The purchase order was the first of many expected pursuant to a distribution agreement announced March 3rd, 2010 that guarantees Gamma minimum monthly product sales volume translating into approximately \$48.0 million in annualized sales. This order has been shipped to U.S. retail chains located in the upper Midwest region. Gamma is in the process of fulfilling additional purchase orders and pursuing retail channel opportunities nationwide.

Gamma's CEO Peter Cunningham commented, "We are very pleased to have finalized our contract manufacturing, distribution infrastructure and transaction process with our partners, resulting in a successful production, sales and revenue cycle. Gamma again extends its heartfelt gratitude to our key distribution partner, and we look forward to further executing the ramp-up phase in Gamma's business plan, which will accelerate in the months ahead. We will drive revenues from a variety of wholesale distributors and food, pharmacy, discount and convenience store retailers as we expand geographically, add additional products and sign-on additional distribution partners and retailers. Importantly, our suppliers have been equally supportive of our turnaround strategy and our go-to-market programs."

Gamma Pharmaceuticals Ships Products to Fulfill Purchase Orders and Books Revenue
MacReport/eTeligis September 24, 2010 Friday 8:18 AM EST

On March 3, 2010, Gamma announced that the Company had entered into a multi-year agreement (the "Agreement") with one of North America's leading wholesale distribution organizations to distribute the full line of Gamma products. The Agreement, which is evergreen in duration, provides for minimum monthly volume purchases of Gamma products at agreed upon pricing per SKU. The contracted terms prescribe a minimum purchase of 40,000 cases per month (after an initial ramp-up period) of Gamma's branded products, which at full distribution equates to annualized sales revenue of approximately \$48.0 million. Gamma's distribution partner is a large wholesale distributor of some of the most well-known and successful branded consumer products in North America, and is credited with contributing to the commercial success of many leading consumer brands.

About Gamma Pharmaceuticals Inc.

Gamma Pharmaceuticals Inc., (www.gammapharma.com) is a marketing and product formulation company selling its own branded products through wholesalers and direct to retailers, both in the U.S. and internationally. Gamma's core focus is the marketing and sale of vitamins and nutraceuticals, OTC pharmaceutical products and personal care products in the United States and Greater China. Branded nutritional supplements are sold under the trademarks Brilliant Choice **children's nutritional supplements** featuring a gummy immune booster product; SAVVY adult nutritional supplements featuring formulations especially designed for the health issues of seniors and active adults, Jugular Energy Products and high performance supplements featuring the call to action, "Go for the Jugular," and high performance sports nutrition products under the "Holyfield's Choice" brand jointly developed with boxing legend Evander Holyfield. Gamma's customer focus is on selling products in the Lifestyle of Health & Sustainability ("LOHAS") marketplace and in the Energy Supplement Market. A series of innovative marketing programs supports Gamma's product sales and retail partners.

At present Gamma's products are manufactured in North America, and today, distributed in the United States and have been distributed in Asia where the Company maintains a wholly owned subsidiary based in Hong Kong and a representative office in Beijing. Gamma's products utilize proprietary patent pending "Gel Delivery Technology(R)," designed to create innovative gel product forms that give consumers a more pleasant experience. Gel Delivery Technology(R) characteristics include rapid absorption, convenience and taste great. Market categories Gamma targets are growing as rapidly as 60% per year. Gamma has developed formulas and strategies for Metabolic Syndrome (pre diabetes), Stress Reduction, Cognition, Well being, Menopause Symptoms and Personal Care Products. Gamma also develops and manufactures house brands for major retailers. At this time, Gamma has a total of 43 SKUs and holds licenses for 9 SKUs in China.

Forward-Looking Statements: This news release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. The statements in this Press Release regarding any impact the quotation of the Company's stock has on the Pink Sheets or the lack thereof on the OTCBB, and any other effects of the above are forward-looking statements. Such statements are subject to certain risks and uncertainties, and actual circumstances, events or results may differ materially from those projected in such forward-looking statements. The Company cautions readers not to place undue reliance on any forward-looking statements. The Company does not undertake, and specifically disclaims any obligation, to update or revise such statements to reflect new circumstances or unanticipated events as they occur.

Gamma Pharmaceuticals Ships Products to Fulfill Purchase Orders and Books Revenue
MacReport/eTeligis September 24, 2010 Friday 8:18 AM EST

Contact: Gamma Pharmaceuticals Inc Joseph Cunningham CFO
(jcunningham@gammapharma.com) Direct: (651) 204 2048 Office: (702) 989 5262

LOAD-DATE: September 24, 2010



23 of 58 DOCUMENTS

Copyright 2010 American City Business Journals, Inc.
All Rights Reserved

ST. LOUIS **BUSINESS** JOURNAL

St. Louis Business Journal

February 12, 2010 Friday

LENGTH: 264 words

HEADLINE: Reliv gives \$450,000 in supplements to Haiti

BODY:

The Reliv Kalogris Foundation, the charitable arm of Reliv International Inc., is donating \$450,000 worth of **children's nutritional supplements** to Haitian earthquake relief efforts.

The donation includes more than 3,000 cases of Reliv Now for Kids, a supplement containing a broad base of essential vitamins, minerals and micronutrients designed to strengthen children's health.

The foundation has donated bio-sand water filtration units to the Haitian feeding programs so that the children can use safe drinking water for their daily nutritional shakes. Reliv supplements are powders that are mixed with water or other liquids and then consumed.

The Reliv Kalogris Foundation has also raised \$45,000 through online cash donations in January for Haiti relief, said R. Scott Montgomery, foundation chairman.

The Reliv Foundation already provides free nutritional supplements daily to nearly 8,000 malnourished children through 24 feeding programs in Haiti. Friday's shipment will be used for any earthquake victims. The company foundation will continue to supply its feeding programs separately.

Since 2007, the Reliv Foundation has donated the funds to build two new buildings that serve as nutrition centers and classrooms in Haiti; one is in Liberale and the other is in Bois Lance. Both are in the northern part of Haiti and did not suffer damage from the earthquake.

The Reliv Kalogris Foundation is named after the late Dr. Theodore Kalogris, who created the first Reliv product.

Reliv gives \$450,000 in supplements to Haiti St. Louis Business Journal February 12, 2010 Friday

Chairman, President and Chief Executive Robert Montgomery leads Chesterfield, Mo.-based Reliv (Nasdaq: RELV).

LOAD-DATE: February 12, 2010



44 of 58 DOCUMENTS

Copyright 2006 Paddock Publications, Inc.
Chicago Daily Herald

February 11, 2006 Saturday
Lake Edition; Cook Edition; F1 Edition; F2 Edition; McHenry Edition

SECTION: NEWS; Pg. 3

LENGTH: 566 words

HEADLINE: A home for Patrick Community helps remodel home for family of sick boy

BYLINE: Madhu Krishnamurthy, Daily Herald Staff Writer

BODY:

Mary Leibforth pours a **children's nutritional supplement** into a plastic bag with a feeding tube attached to her 17-month-old son, Patrick.

Even when she's not watching him like a hawk, she senses his moves. She untangles the feeding tube from Patrick's feet as he attempts to crawl, grabbing at everything in sight.

Taking care of Patrick, who has been in and out of the hospital since birth for a congenital heart defect, is Leibforth's full-time job. She considers teaching a one-night English class at Northwest Suburban High School District 214 as time off.

Her husband, Bob Leibforth, is also a District 214 teacher at Rolling Meadows High School and a former assistant football coach at Jacobs High School in Algonquin. Though they carry on with their jobs, the couple can focus on little else other than Patrick's heart problems.

Things like remodeling their home near Lake Zurich - started before Patrick was born - came to an abrupt halt as his medical bills ate up resources, including a home equity loan the couple took out for the home project. "(The house) was the last thing on my mind," Leibforth says, watching Patrick play with his toys Friday.

Patrick had to undergo open-heart surgery in May and spent two months in the hospital. Leibforth says he is doing well, but "his heart is the least of his troubles right now."

He has major delays in all his developmental areas and has to undergo physical, occupational and speech therapy.

A home for Patrick Community helps remodel home for family of sick boy Chicago Daily Herald
February 11, 2006 Saturday

With the family in emotional chaos and their home in disarray, the couple couldn't refuse when a community group offered to relieve part of the burden and renovate their home.

"It's just one less thing (for them) to worry about," says Ron Robertti, a member of the Lake Zurich Rotary Club.

Club members heard of the couple's plight and launched an effort aptly named "Project Patrick" to refurbish the Leibforth's home. Roughly 35 home improvement and other organizations from Lake Zurich and the Northwest suburbs are involved.

The Rotary Club started a Web site to solicit donations of money or materials for the Leibforths, set up a gift registry for household items, and raised about \$16,000 for the project.

For eight months now, club members, home contractors, and community groups have volunteered countless hours on the project and donated thousands of dollars in materials.

They rebuilt the family's porch, painted walls, refinished the hardwood floors, installed 23 new windows, new drywall, carpeting and siding, and are remodeling the bathrooms and kitchen with new countertops, sink, faucets, cabinets and appliances. A Lake Zurich company even donated an air purification system for the house so Patrick would not get sick.

"It is starting to look like a home again for them," says Mimi Makar, a Rotarian and executive director of the National Association of the Remodeling Industry. "People are falling all over themselves to help."

The project is close to completion. And it has taken the population of a small village to help the Leibforths carry on living as usual while they deal with Patrick's illness.

Leibforth says it gives new meaning to the adage "it takes a village to raise a child."

"It's way better than I could have imagined," Leibforth says. "It's filled with so much good intentions or good karma."

And for her, the joy of seeing her home finally completed could only be trumped by one thing - if Patrick starts to crawl before then.

GRAPHIC: lzpatrick_1ne021006pv Patrick Leibforth, 17 months, plays Friday in his home near Lake Zurich with mother Mary by his side. Lake Zurich Rotary Club member Ron Roberti, left, is part of an effort to help the family remodel their home after Patrick's medical bills mounted. Paul Valade/Daily Herald lzpatrick_2ne021006pv Andrzej Koziol of Mega Home Improvement of Algonquin works on siding the Leibforths home near Lake Zurich Friday morning. Paul Valade/Daily Herald

LOAD-DATE: February 14, 2006



46 of 58 DOCUMENTS

Copyright 2004 Times Publishing Company
St. Petersburg Times (Florida)

December 31, 2004 Friday 0 South Pinellas Edition

SECTION: SPORTS; Pg. 1C

LENGTH: 1081 words

HEADLINE: Brown failed to catch on with the Bucs' fans

BYLINE: JOANNE KORTH

DATELINE: TAMPA

BODY:

It's not supposed to end this way.

In a meaningless game. In an NFL outpost. In a half-empty stadium in the desert. No sendoff. No last hurrah. No final wave on his way to the Hall of Fame.

But at least in Arizona, no one will boo.

If Sunday's game against the Cardinals is the last of Tim Brown's career - and the key word is if - it will be a hollow finish for one of the game's greatest receivers. Unused and unheralded for most of his only season in Tampa, Brown still has the desire, and he believes the skill, to play in the NFL.

Which makes it hard to leave.

"Certainly, I feel as if I can still play this game and be effective, but we'll see what happens," said Brown, who will evaluate his situation in February. "If someone can't honestly say to me, 'Look, Tim, you'll play 15 or 30 snaps,' then I won't play. But if I can get that, then I will look at continuing to play."

Few receivers in NFL history are more accomplished than Brown. In 17 seasons, he has played in 253 games with 1,094 catches for 14,934 yards and 100 touchdowns. Only Jerry Rice has more yardage. Only Rice and Cris Carter have more receptions. Only Rice, Carter and Steve Largent have as many touchdowns.

"You pick up the back of his football card and the legacy he leaves behind is second to one or two," Bucs coach Jon Gruden said. "I don't think our fans got to see the best of Tim Brown. But there are still plenty of things he can do, no question."

Brown failed to catch on with the Bucs' fans St. Petersburg Times (Florida) December 31, 2004
Friday 0 South Pinellas Edition

If Brown plays an 18th NFL season it likely will be somewhere else. His minimum requirement of 15 plays - roughly one-fourth of a game's offensive snaps - will be hard for Gruden to meet given the emergence of rookie Michael Clayton at Brown's position. In search of a Super Bowl ring - a prize denied him by the Bucs in Super Bowl XXXVII - Brown will look to join a contender in need of a third or fourth receiver.

Of course, Brown thought he had that with the Bucs. Unwilling to accept a diminished role with the Raiders, the team for which he played 16 seasons and went to nine Pro Bowls, Brown left Oakland in August. Tampa Bay, thin at receiver because of Keenan McCardell's holdout and Joe Jurevicius' back injury, seemed a good fit.

Brown, who played four seasons for Gruden in Oakland, caught 15 passes for 113 yards and one touchdown in the first three games of the season. But the situation quickly changed. Losses mounted, Clayton dazzled, Jurevicius returned to the lineup. Each week seemed to deliver another blow to the 38-year-old Brown.

On Oct. 18, Brown committed a costly fumble late in a loss to the Rams.

On Oct. 24, Brown was booed by the home crowd at Raymond James Stadium for, of all things, fair-catching punts in a victory against the Bears.

On Nov. 7, his streak of 179 consecutive games with at least one catch - the longest active and third longest in NFL history - ended in a victory against the Chiefs. Brown has four catches in seven games since.

"His reduced role was largely my decision," Gruden said. "I don't think he likes it, but he's been classy about it and accepted it. He came in here and not only supplied us with a good work ethic, he gave us some playmaking and he had as much to do with Mike Clayton's explosion onto the scene as anybody."

In early December, Brown tweaked his contentious relationship with fans on a national radio show by saying, among other things, that Tampa was not a football town and fans were wrong to boo quarterback Brad Johnson, who led the team to a Super Bowl victory.

The Sunday after his incendiary comments, Brown put on his familiar No. 81 jersey, but did not play in a victory against the Falcons. It marked the first time since 1992 that Brown failed to play. Bewildered by the course of the season - he never meant to anger anyone, only to provoke thought - he does not regret his decision to join the Bucs.

Still, it has been trying.

In Oakland, Brown was Mr. Raider, revered not only for his football accomplishments but his classy persona and outspoken candor. In Tampa, Brown has been largely ignored. Despite nearly three miles in NFL receiving yardage, he was not invited to a single radio or television show.

At home, Brown's 6-year-old daughter, Timon, told Brown a few weeks ago she would no longer come to games because he wasn't playing. And Brown does not want her there, where she might hear derogatory comments about her father from strangers.

"I know for a fact that I have done very well by this league on and off the field," Brown said. "That's not bragging, that's just a fact. To not be appreciated, no matter where it is, a little disheartening. But it's part of life, it's part of this game."

Brown failed to catch on with the Bucs' fans St. Petersburg Times (Florida) December 31, 2004
Friday 0 South Pinellas Edition

The NFL has a tendency to discard players, even great ones, in the later stages of their careers. Emmitt Smith, the league's all-time leading rusher, is resurgent this season with the Cardinals after many thought he should retire two years ago.

"When you watch him, you know he still can play the game and he still has the fire in his heart," Smith said of Brown. "Not seeing him on the football field is difficult."

Last summer, Brown and Smith, 35, talked about retirement. Neither was ready.

"We were brought up in the league that when you can't get off bump-and-run, when you can't catch the ball, when you can't get up the field, that's when you retire from the game," Brown said.

"To walk away getting out of bed every morning feeling decent, that's almost sacrilegious. To retire from the game when your body feels good and you can still play? How dare you. We left each other saying, 'Just because you can, doesn't mean you should.' "

With every game Brown is idle, his glory days become more distant. No one can take away the accomplishments, but even Brown's father hinted recently he would rather see Brown retire than spend another season waving a towel on the sideline.

"He said, 'With everything you've done, I don't want to see you doing that,' " Brown said.

When he retires, Brown will be a busy man. A business major at Notre Dame, he has three business ventures: a **children's nutritional supplement**, an ISP service and a project that will digitize NFL players' medical records. He also will be sought to join a broadcast team.

All rewarding ventures; none so much as football.

"I play this game because I love it," Brown said. "It's all about the competitive drive, being able to go out there with these young cats and show them a gray hair on my head and run routes. It's still exhilarating."

GRAPHIC: PHOTO, BILL SERNE; PHOTO, CARRIE PRATT; Tim Brown scores his 100th TD against his former team, Oakland.; Tim Brown in game action

LOAD-DATE: December 31, 2004



49 of 58 DOCUMENTS

Copyright 2003 PR Newswire Association, Inc.
PR Newswire

April 29, 2003 Tuesday

SECTION: FINANCIAL NEWS

DISTRIBUTION: TO BUSINESS AND MEDICAL EDITORS

LENGTH: 3227 words

HEADLINE: Bristol-Myers Squibb Announces First Quarter Sales and Earnings For 2003

BODY:

- * Company reports fully diluted EPS of \$.39
- * Global sales of key brands including PRAVACHOL(R), AVAPRO(R), PARAPLATIN(R) and SUSTIVA(R) continue to grow
- * ABILIFY(TM) garners 4 percent weekly new Rx market share in the U.S. in 5 months on the market
- * Investment in advertising and promotion significantly boosted to support new product launches and maximize in-line opportunities
- * Company reaffirms full year 2003 EPS guidance of \$1.60-1.65 on fully diluted basis

NEW YORK, April 29 /PRNewswire-FirstCall/ -- Bristol-Myers Squibb Company (NYSE: BMY) today reported net earnings of \$761 million on sales of \$4.7 billion for the first quarter of 2003. Fully diluted earnings per share for the quarter were \$.39.

"Several of our leading pharmaceutical products in key franchises continue to demonstrate solid gains," said Peter R. Dolan, chairman and chief executive officer. "We are investing in our growth opportunities by increasing advertising and promotion, and those investments rose very significantly in the quarter.

"Prescriptions for ABILIFY(TM), our treatment for schizophrenia, continue to grow steadily, capturing approximately 4 percent weekly new prescription market share in the U.S. in the fifth month of its U.S. rollout. We and our partner, Otsuka Pharmaceuticals, are committed to maximizing the potential of this important new therapy.

Bristol-Myers Squibb Announces First Quarter Sales and Earnings For 2003 PR Newswire April
29, 2003 Tuesday

"Overall, we are pleased with our company's performance, and are confirming our full year 2003 guidance of \$1.60-\$1.65 in earnings per share on a fully diluted basis."

Financial Highlights:

* The company reported that first quarter 2003 net sales remained at the prior year level of \$4.7 billion. Domestic sales decreased 6%, while international sales increased 15%, including a 9% favorable foreign exchange impact. The international sales increase was driven by strong performance of PRAVACHOL(R) in Europe and TAXOL(R) in Europe and Japan. The decline in domestic sales is primarily attributable to lower PLAVIX(R) sales and continued generic competition in the U.S. for GLUCOPHAGE(R) IR and TAXOL(R). \$255 million of deferred revenue was reversed and recognized as sales (calculated net of discounts and rebates) in the first quarter of 2003. The deferred revenue, recorded at gross invoice sales prices, related to the inventory of pharmaceutical products accounted for using the consignment model, was reduced to \$174 million at March 31, 2003, compared to \$470 million at December 31, 2002.

* In the first quarters of 2003 and 2002, the company recorded certain items that affected the comparability of results. The 2003 non-comparable items include \$26 million of pre-tax charges related to the rationalization of its manufacturing facilities and \$21 million of pre-tax income from the settlement of an antitrust litigation involving vitamins manufacturers. The charges related to manufacturing and rationalization activities consisted of severance of \$12 million in restructuring expense, \$10 million for asset impairments in cost of products sold and \$4 million in other income and expense for accelerated depreciation for facilities expected to be closed by the end of 2004. The total cost of these rationalization activities is expected to be approximately \$34 million in 2003. The 2002 non-comparable items include a pre-tax litigation charge of \$90 million, primarily related to BUSPAR(R) proposed settlements, a pre-tax in-process research and development charge of \$160 million related to the revised agreement with ImClone Systems, Inc., and a gain on sale of product lines of \$30 million. In addition, in the first quarter of 2002 the company recorded a \$14 million after-tax gain in discontinued operations on the sale of its Clairol business as a result of the final purchase price settlement.

* First quarter 2003 earnings from continuing operations before minority interest and income taxes decreased 12% to \$1,075 million from \$1,228 million in 2002 primarily as a result of increases in cost of products sold due to a change in product mix and increased advertising and promotion spending on in-line products. Net earnings from continuing operations decreased 10% to \$761 million in 2003 compared to \$842 million in 2002. The effective income tax rate on earnings from

Bristol-Myers Squibb Announces First Quarter Sales and Earnings For 2003 PR Newswire April
29, 2003 Tuesday

continuing operations before minority interest and income taxes increased to 27.3% in 2003 from 27.1% in 2002. Basic and diluted earnings per share from continuing operations each decreased 9% to \$.39 in 2003 from \$.43 in 2002. Basic and diluted average shares outstanding for the quarter were 1,936 million and 1,940 million, respectively, in 2003 compared to 1,935 million and 1,952 million, respectively, in 2002.

* The company continues to increase promotional support of new and in line product sales, with marketing, selling and administrative expenses increasing 13% to \$1,032 million and advertising and product promotion increasing 41% to \$364 million. Research and development expenses declined 5% to \$476 million due to the timing of clinical trials and reductions in discovery spending.

Pharmaceutical Highlights:

* Worldwide pharmaceutical sales of \$3.7 billion were consistent with the prior year level. U.S. pharmaceutical sales decreased 5% to \$2.4 billion, while international pharmaceutical sales increased 13%, including a 10% favorable foreign exchange impact, to \$1.3 billion.

* Recorded alliance revenue for ABILIFY(TM) for the first three months of 2003 was \$37 million. The schizophrenia agent was introduced in the U.S. in November 2002 and has achieved a 4% weekly new prescription share of the U.S. antipsychotic market. Bristol-Myers Squibb and its partner, Otsuka Pharmaceuticals, recently filed a Supplemental New Drug Application for the use of ABILIFY(TM) in the long-term treatment of schizophrenia. At the upcoming American Psychiatric Association meeting to be held in May, the two companies will present new data from ABILIFY(TM) clinical trials in poster presentations and at company-sponsored symposia. A filing for the use of ABILIFY(TM) in bipolar acute mania is expected to be submitted to the U.S. Food and Drug Administration (FDA) later this year.

* Worldwide sales of PRAVACHOL(R), a cholesterol-lowering agent and the company's largest selling product, increased 13%, including a 7% favorable foreign exchange impact, to \$613 million, due largely to stronger sales in Europe.

* Sales of PLAVIX(R), a platelet aggregation inhibitor, declined 11% to \$408 million. Sales of AVAPRO(R), an angiotensin II receptor blocker for the treatment of hypertension, increased 26% to \$175 million. AVAPRO(R) and PLAVIX(R) are cardiovascular products that were launched from the alliance between Bristol-Myers Squibb and Sanofi-Synthelabo.

PLAVIX(R) sales at the end of 2002 increased due, in part, to purchasing by some domestic wholesalers in anticipation of a January price increase. Consequently, there was a decline in first quarter 2003 PLAVIX(R) results in the U.S. We estimate that domestic prescription

Bristol-Myers Squibb Announces First Quarter Sales and Earnings For 2003 PR Newswire April
29, 2003 Tuesday

demand for PLAVIX(R) grew approximately 30% in first quarter 2003 versus first quarter 2002. Given continued strong prescription demand and fluctuations in buying patterns of wholesalers, the company expects full year 2003 reported sales of PLAVIX(R) will largely be in line with overall prescription growth, and wholesaler inventory levels at the end of 2003 will be approximately the same as at the end of 2002. In addition, the first quarter year-on-year comparison is not a fully valid measure of PLAVIX(R) domestic performance because the inventory workdown for PLAVIX(R) did not begin until the second quarter of 2002.

* Sales of the GLUCOPHAGE franchise decreased 14% to \$247 million. GLUCOPHAGE IR(R) sales decreased 75% to \$37 million, while GLUCOVANCE(R) sales grew 89% to \$108 million, and GLUCOPHAGE XR(R) Extended Release tablets sales grew 28% to \$101 million. In April, the company announced that the FDA approved the GLUCOPHAGE XR(R) (metformin HCl extended release tablets) 750 mg tablet. GLUCOPHAGE XR(R) 750 was developed to provide physicians with an additional option to make titration to higher doses more convenient, when needed and appropriate.

* TAXOL(R) and PARAPLATIN(R), the company's leading anti-cancer agents, each had sales of \$209 million. International sales of TAXOL(R) increased 23%, including favorable foreign exchange of 15%, to \$192 million, led by strong sales growth in Japan, while domestic sales decreased 73% to \$17 million due to generic competition. PARAPLATIN(R) sales increased by 29% driven by sales in the U.S.

* Sales by Oncology Therapeutics Network, a specialty distributor of anti-cancer medicines and related products, increased 27% to \$520 million.

* Sales of SUSTIVA(R), an anti-retroviral for the treatment of HIV diseases, were \$150 million, an increase of 18% over the prior year.

* Atazanavir, a novel protease inhibitor also for the treatment of HIV diseases, is under priority review at the FDA. The company is looking forward to presenting important data at the upcoming FDA advisory committee meeting in May, a key milestone for this potential new product.

* At the American Society of Clinical Oncology (ASCO) meeting in June, Merck KgaA will present results of its clinical trial of cetuximab (Erbix(R)), the novel anti-cancer agent that Bristol-Myers Squibb is developing in partnership with ImClone Systems, Inc., for the U.S. and Japanese markets. At the same meeting, the company will report Phase II data on the epothilone, its novel oncology compound.

* In addition to the epothilone, the company's dual PPAR for diabetes has also completed Phase II trials.

Nutritionals and Other Healthcare

Bristol-Myers Squibb Announces First Quarter Sales and Earnings For 2003 PR Newswire April
29, 2003 Tuesday

* Nutritional sales of \$433 million declined by 4%, including a 1% unfavorable foreign exchange impact, from prior year levels, as international sales increased 6%, including a 3% unfavorable foreign exchange impact, and U.S. sales decreased 12%. Mead Johnson continues to be the leader in the U.S. infant formula market. ENFAMIL(R), the company's largest-selling infant formula, declined 11% to \$161 million. ENFAGROW, a **children's nutritional supplement**, increased 58% to \$41 million.

* Sales for the Other Healthcare segment increased 2% to \$372 million, largely driven by an increase in Medical Imaging sales of 13% to \$119 million, partially offset by a decrease in Consumer Medicines sales of 10% to \$76 million. ConvaTec sales increased 1%, including an 8% favorable impact of foreign exchange, to \$177 million. The increase in Medical Imaging sales was primarily the result of a 15% increase in sales of Cardiolite to \$75 million. The decline in Consumer Medicines sales was largely due to decreased demand for Excedrin and Keri products.

The company reiterated previously issued 2003 earnings guidance of between \$1.60-\$1.65 per share, excluding the impact from any in-process research and development that may arise from any external development agreements and other non-comparable items.

Bristol-Myers Squibb is a global pharmaceutical and related health care products company whose mission is to extend and enhance human life.

There will be a conference call on April 29, 2003 at 10:00 a.m. (EDT) during which company executives will address inquiries from investors and analysts. Investors and the general public are invited to listen to a live webcast of the call at www.bms.com/ir or by dialing (719) 457-2665. Materials related to the call will be available at the same website prior to the call.

For more information, contact: Peggy Ballman, 609-252-3366, or Becky Taylor, 609-252-4476, Corporate Affairs, or John Elicker, 212-546-3775, or Sue Walser, 212-546-4631, Investor Relations.

This press release contains certain forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995 regarding, among other things, statements relating to goals, plans and projections regarding the company's financial position, results of operations market position, product development and business strategy. These statements may be identified by the fact that they use words such as "anticipate," "estimates," "should," "expect," "guidance," "project," "intend," "plan," "believe" and other words and terms of similar meaning in connection with any discussion of future operating or financial performance. Such forward-looking statements are based on current expectations and involve inherent risks and uncertainties, including factors that could delay, divert or change any of them, and could cause actual outcomes and results to differ materially from current expectations. These factors include, among other things, market factors, competitive product development, changes to wholesaler inventory levels, governmental regulations and legislation, patent positions, litigation, and the impact and result of any litigation or governmental investigations related to the financial statement restatement process. There can be no guarantees with respect to pipeline products that future clinical studies will support the data

Bristol-Myers Squibb Announces First Quarter Sales and Earnings For 2003 PR Newswire April
29, 2003 Tuesday

described in this release, that the products will receive regulatory approvals, or that they will prove to be commercially successful. For further details and a discussion of these and other risks and uncertainties, see the company's Securities and Exchange Commission filings. The company undertakes no obligation to publicly update any forward-looking statement, whether as a result of new information, future events or otherwise.

ABILIFY(TM) is the trademark of Otsuka Pharmaceutical Company, Ltd. AVAPRO(R), AVALIDE(R) and PLAVIX(R) are trademarks of Sanofi-Synthelabo S.A. Erbitux(R) is a trademark of ImClone Systems Incorporated GLUCOPHAGE IR(R), GLUCOPHAGE XR(R) and GLUCOVANCE(R) are registered trademarks of Merck Sante, S.A.S., an associate of Merck KgaA of Darmstadt, Germany

BRISTOL-MYERS SQUIBB COMPANY

SELECTED PRODUCTS

FOR THE THREE MONTHS ENDED MARCH 31, 2003

(Unaudited, in millions of dollars except prescription

data)

The following table sets forth worldwide and U.S. net sales for the first quarter of 2003, reported net sales changes compared to the first quarter of 2002 and the estimated total (both retail and mail-order customers) prescription growth, compared to the first quarter of 2002, for certain of the company's U.S. primary care pharmaceutical products. The estimated prescription growth amounts are based on third-party data. A significant portion of the company's domestic pharmaceutical sales is made to wholesalers. Where changes in reported net sales differs from prescription growth, this change in net sales may not reflect underlying prescriber demand.

	Worldwide		U.S.		Change in	
	Net Sales		%	Net Sales	%	
U.S.						
	2003	2002	Change	2003	2002	Change Demand vs.
				1Q02		
Prescription						
Pravachol	\$613	\$543	13%	\$342	\$332	3%
--						
Plavix	408	461	-11%	335	409	-18%
30%						
Avapro*	175	139	26%	117	99	18%
15%						
Sustiva	150	127	18%	104	97	7%
20%						
Zerit	115	116	-1%	67	66	2%
-21%						
Glucovance	108	57	89%	107	56	91%
9%						
Glucophage XR	101	79	28%	101	79	28%
6%						
Videx/Videx EC	72	79	-9%	36	37	-3%

Bristol-Myers Squibb Announces First Quarter Sales and Earnings For 2003 PR Newswire April
29, 2003 Tuesday

5%

*Includes Avalide

BRISTOL-MYERS SQUIBB COMPANY
CONDENSED CONSOLIDATED STATEMENT OF EARNINGS
FOR THE THREE MONTHS ENDED MARCH 31, 2003
(Unaudited, in millions of dollars except per share
amounts)

	Three Months	Ended
March 31,		2003
2002		
Net Sales		\$4,711
\$4,661		
Cost of products sold		1,685
1,502		
Marketing, selling and administrative		1,032
912		
Advertising and product promotion		364
259		
Research and development		476
502		
Acquired in-process research and development		--
160		
Gain on sale of business / product lines		--
(30)		
Provision for restructuring and other items		12
(1)		
Litigation settlement (income) / charge		(21)
90		
Other (income)/expense, net (a)		88
39		
		3,636
3,433		
Earnings from Continuing Operations Before		
Minority Interest and Income		
Taxes		1,075
1,228		
Provision for income taxes		294
333		
Minority Interest, net of taxes		20
53		
Earnings from Continuing Operations		\$761

Bristol-Myers Squibb Announces First Quarter Sales and Earnings For 2003 PR Newswire April
29, 2003 Tuesday

\$842

Discontinued Operations	
Net gain on disposal	--
14	
Net Earnings	\$761
\$856	

Earnings per Common Share:	
Basic:	
Earnings from Continuing Operations	\$0.39
\$0.43	
Discontinued Operations	
Net gain on disposal	--
0.01	
Net Earnings	\$0.39
\$0.44	

Diluted:	
Earnings from Continuing Operations	\$0.39
\$0.43	
Discontinued Operations	
Net gain on disposal	--
0.01	
Net earnings	\$0.39
\$0.44	
Average Common Shares Outstanding - Basic	1,936
1,935	
Average Common Shares Outstanding - Diluted	1,940
1,952	

(a) Other (income)/expense, net**	
Interest expense	\$121
\$98	
Interest income	(60)
(23)	
Foreign exchange transaction losses	4
3	
Other	23
(39)	
	\$88
\$39	

** Includes \$(12) million reflecting the company's estimate of its share

Bristol-Myers Squibb Announces First Quarter Sales and Earnings For 2003 PR Newswire April
29, 2003 Tuesday

of ImClone's net losses related to ImClone's recent announcement that it will need to restate certain of its financial statements for certain tax liabilities. On April 9, 2003, ImClone stated that it expects that the total amount to be reflected on its balance sheet relating to the matters giving rise to the expected restatement could be up to \$60 million, exclusive of penalties and interest, and that the amount ultimately charged against its earnings will be determined by the results of its ongoing review of these matters.

SOURCE Bristol-Myers Squibb Company

CONTACT: Media - Peggy Ballman, +1-609-252-3366, Becky Taylor, +1-609-252-4476; Investors - John Elicker, +1-212-546-3775, Sue Walser, +1-212-546-4631, all of Bristol-Myers Squibb

URL: <http://www.prnewswire.com>

LOAD-DATE: April 30, 2003

108B8C

***** Print Completed *****

Time of Request: Wednesday, November 02, 2011 18:57:38 EST


Print Number: 2825:315680979

Number of Lines: 618

Number of Pages:


Send To: SNYDER, NELSON
TRADEMARK LAW LIBRARY

600 DULANY ST
ALEXANDRIA, VA 22314-5790




800.595.2714
www.omega-direct.com

**NORDIC
NATURALS** 


 **VIEW
CART**


[Home Page](#) | [Contact Us](#) | [Sales Policies](#) | [Why Omega-Direct?](#) | [Benefits/Research](#) | [Glossary](#)




**Your Premiere Health
Supplement Source**

FREE

 **FREE SHIPPING**
(on all orders over \$100)

 **FREE BOTTLE of VITAMIN-C**
(on all orders)



STANDARD FORMULAS

Arctic-D Cod Liver Oil Liquid

Balanced Omega Caps

Cod Liver Oil Caps

Cod Liver Oil Liquid

Complete 3.6.9 Caps

Complete 3.6.9 Liquid

Complete 3.6.9-D Caps

Daily DHA Caps

Daily Omega Caps

DHA Caps

DHA 1000 Caps

EPA Caps

EPA Xtra Caps

Omega Blood Sugar Caps

Omega LDL Caps

Omega-3 Caps

CHILDREN'S DHA

180 Soft Gels

Retail: \$23.95

Sale Price: **\$20.35**

360 Soft Gels


Retail: \$42.95

Sale Price: **\$36.50**

15% Off Sale!

Current Promotion


FREE Bottle of
Vitamin C on ALL
orders. **FREE**SM
Shipping on all orders
over \$100.
[Click for Details](#)



◀ Previous

Next ▶


**Click HERE to see
the entire line of
CHILDREN'S
Formulas.**



**Each 4 soft gel serving
provides (view label):**

DHA:	125 mg
EPA:	82 mg
Other Omega-3:	45 mg
Vitamin A:	400 IU
Vitamin D:	1-4 IU
Vitamin E	14 IU

Case Lot Sale !



Purchase a
case of this
product (12
bottles) and
receive a 13th **FREE**
bottle + **FREE** Shipping !
([click for details](#))

Omega-3 Liquid
Omega-3 Gelatin Caps
Omega 3D Caps
Omega 3D Liquid
Omega Joint
Omega Joint Xtra
Omega Probiotic
Omega Woman Caps
Prenatal DHA Caps
Ultimate Omega Caps
Ultimate Omega Liquid
Ultimate Omega 500 Caps
Ultimate Omega SPORT
Ultimate Omega GELATIN
Ultimate Omega XTRA
Ultimate + CoQ10 Caps
Ultimate D3 Caps
Omega Vision Caps
Ultimate Omega D3 Travel
Vitamin D3 Caps
Wild Salmon Oil Caps
Wild Salmon Oil Liquid
CHILD FORMULAS
Baby's DHA Liquid
Children's DHA Caps
Children's DHA Liquid
Daily Omega Kids
Omega-3 Gummy Worms
Omega 3.6.9-D Junior Caps
Omega 3.6.9 Junior Caps
Omega 3.6.9 Junior Liquid

Our Children's DHA is available in two sizes: 180-Count, and a larger 360-Count bottle. Please click below to order your desired size.

Product	Retail Price	Discount	Price	Order
Children's DHA 180-Count	\$23.95	15%	\$20.35	Place Order!
Children's DHA 360-Count	\$42.95	15%	\$36.50	Place Order!

Children's DHA

Supports Brain Development, Visual and Nervous System Function

Nordic Naturals Children's DHA is a small, chewable [children's DHA supplement](#) flavored with strawberry essence. Children's DHA is a delicious way for children to supplement their diet with the essential brain nutrient, DHA. Molecularly distilled for purity, Children's DHA contains only naturally existing vitamins A and D.

Ingredients: purified arctic cod liver oil, soft gel (gelatin, water, glycerin, strawberry essence), vitamin E, strawberry essence, rosemary extract

Suggested Use: For children over 3 years old, 2 caps/day for children up to 30 lbs., and 4 caps/day for children over 30 lbs, or as directed by your health care professional or pharmacist. Due to the natural existing Vitamins A and D in Cod Liver, do not exceed suggested usage unless recommended by your Physician.

General Nutrient Support

DHA (docosahexaenoic acid) is a polyunsaturated fatty acid found in deep-sea cold water fish. DHA is an essential nutrient for proper brain, nervous system, and visual function and must be obtained through the diet. A healthy balance of DHA is essential to properly care for the brain throughout life, particularly during the early stages of development.

Freshness Counts!

Why is Omega-Direct the #1 source on the internet for Nordic Naturals line of Omega-3 products? In a word, freshness! Walk into your local vitamin shop and take a close look at their stock. Chances are you will find products that are close to expiration with several layers of dust.

Here at Omega-Direct freshness is priority one! To ensure that you receive only the freshest stock we have taken the following steps: 1) We use a just-in-time inventory system which ensures that all our stock is no more than two weeks old. 2) By selling hundreds of bottles a week new inventory arrives on a daily basis. 3) All stock is kept in a climate controlled warehouse at a constant 77 degrees. 4) All orders ship via ultra fast, USPS Priority 2-3 day Air minimizing the chance of heat related damage. Compare this to UPS Ground which can take up to 7 days.

No dusty, ready-to-expire bottles here!



- Omega-3 Junior Liquid
- Omega 3.6.9 Junior Travel
- Nordic Berries
- Nordic Berries Travel
- Nordic Omega-3 Gummies
- Nordic Omega-3 Fishies
- Ultimate Omega Jr. Caps
- PET FORMULAS**
- Omega-3 PET Caps
- Omega-3 PET Liquid
- PET Cod Liver Oil Liquid
- PRO-LINE FORMULAS**
- Pro Line Information

particularly during the early stages of development.

A high concentration of DHA can be found in mother's breast milk. However, the level is directly related to the amount of Omega-3 fatty acids that are consumed in the mother's diet. Due to refined foods and trendy diets, many individuals have reduced their intake of the dietary sources of Omega-3 fatty acids, contributing to lower levels of DHA in breast milk. The impact of low DHA intake on neurological function of adults and children is the subject of ongoing clinical investigations.

Warning: Do not use cod liver oil if you are allergic to iodine, are pregnant or diabetic. Keep out of the reach of children. Due to the natural existing Vitamins A and D in Cod Liver, do not exceed suggested usage unless recommended by your Physician.

- ▶ [Glossary of Terms](#)
- ▶ [Why Omega Direct?](#)
- ▶ [Product Benefits/Research](#)
- ▶ [Product FAQs](#)
- ▶ [Testimonials](#)

▲ [Top of Page](#)





New Product Announcements

If you would like to be advised of our new products as they become available, [click here](#) to sign-up for email alerts.

*Free Shipping to U.S. destinations only. See our [Sales Policies](#) page for details.

All Nordic Naturals products are doctor recommended, pharmaceutical grade, molecularly distilled, and third party tested to document the absence of all environmental pollutants (No PCBs, dioxins, pesticides or heavy metals). Our featured products are flavored using our patented processing with natural lemon and strawberry essence!

*These statements have not yet been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.



Copyright © 2003-2011 Omega-Direct. All rights reserved. ||

Secured by
GeoTrust
McAfee SECURE

Stayleaner.com

Call Us 888-889-9444

 **FREE SHIPPING!** ON ORDERS OF \$75 OR MORE 

[Login or Register](#)

[Home](#) [Store Information](#) [Shipping Info](#) [Order Tracking](#) [Coupons](#) [Contact Us](#)

Top Sellers

- Vitalzym
- Enzymedica
- Pure Essence Labs
- Nordic Naturals
- Youthful Essentials
- Nature's Way Vitamins
- Doctor's Best
- Lifetime
- Pure Solutions Pure IGF

Search Products

SEARCH

Search Products By

Brands

Search By Brand

Categories

Search By Category

Your Cart

[Your Shopping Cart](#)

Children's DHA (360 Soft Gels)



Ultimate Omega - Children's DHA

Promotes Brain Development and Visual Function

Ultimate Omega Children's DHA Formula is a small, chewable **children's DHA supplement** flavored with strawberry essence. Children's DHA Formula is a delicious way for children (over 2 years) to supplement their diet with the essential brain nutrient, DHA. Molecularly distilled for purity, Children's DHA Formula contains only naturally existing vitamins A & D.

Ingredients: Purified Arctic cod liver oil, vitamin E, strawberry essence

Each 4 capsule serving provides:

DHA: 140 mg	Vitamin A: 176-390 IU
EPA: 90 mg	Vitamin D: 0-8 IU
other Omega-3: 50 mg	Vitamin E (mixed tocopherols): 2 IU

Suggested Use: For children over 2 years old. 2 caps/day for children up to 30 lbs., and 4 caps/day for children



YOUR SHOPPING CART



TESTED 02-NOV

Suggested use: For children over 2 years old, 2 caps/day for children up to 30 lbs., and 4 caps/day for children over 30 lbs, or as directed by your health care professional or pharmacist. Due to the natural existing Vitamins A and D in Cod Liver, do not exceed suggested usage unless recommended by your Physician.

General Nutrient Support

DHA (docosahexaenoic acid) is a polyunsaturated fatty acid found in Deep-Sea cold water fish. DHA, is an essential nutrient for proper brain, nervous system and visual function, and must be obtained through the diet. A healthy balance of DHA is essential to properly care for the brain throughout life, particularly during the early stages of development.

A high concentration of DHA can be found in mother's breast milk, however the level is directly related to the amount of Omega-3 fatty acids that are consumed in the mother's diet. Due to refined foods and trendy diets, many individuals have reduced their intake of the dietary sources of Omega-3 fatty acids, contributing to lower levels of DHA in breast milk. The impact of low DHA intake on neurological function of adults and children is the subject of ongoing clinical investigations.

Warning: Do not use cod liver oil if you are allergic to iodine, are pregnant or diabetic. Keep out of the reach of children. Due to the natural existing Vitamins A and D in Cod Liver, do not exceed suggested usage unless recommended by your Physician.

Children's DHA (360 Soft Gels)
~~\$42.95~~ \$36.50 **sale**
nordic-naturals-childrens-dha-360

Strawberry Flavor ▾

Quantity

Add To Cart

Vitalzym | Enzymedica | Pure Essence Labs | Nordic Naturals | Youthful Essentials | Nature's Way Vitamins | Doctor's Best | Lifetime | Pure Solutions Pure IGF

Shop By Category:

Buy One Get One Free | Colloidal Minerals | Endurance Products | Fat Burners Weight Loss | Glutamine | Miscellaneous | Protein Bars | Stimulants

***some items subject to a shipping surcharge per our shipping policy.**

STAYLEANER.COM

Toll-Free Order Hotline # 1-888-889-9444 (or 1-702-368-2522)

You may e-mail questions to customer.service@stayleaner.com

No claims found on our web pages have been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease. No claim or opinion on these pages is intended to be, nor should be construed to be, medical advice. Please consult with a healthcare professional before starting any diet or exercise program. FME Inc. & Stayleaner.com are not responsible for product claims made by manufacturers on this web site. We are not responsible for typographical errors that may appear on this web site. Prices and information on these pages are subject to change without notice. Sales tax applied to taxable items if shipped to a NV address. Free Shipping is only in the continental U.S.

[Links](#) | [Privacy Policy](#) | [Link Exchange](#) | [Order Form](#)