



## PRESS RELEASE

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### **SOURCE NATURALS INTRODUCES VITAMIN D-3 LIQUID & HI-POTENCY SOFTGELS & CAPSULES**

**SCOTTS VALLEY, Calif. – January 21, 2010** – Source Naturals is pleased to introduce vitamin D-3 in new 2,000 IU and 5,000 IU potencies, and also in a convenient liquid. New research indicates that our modern, indoor lifestyles may lead to a widespread increase in vitamin D deficiency. Researchers are finding that our current recommended daily allowances of vitamin D may be far lower than what is necessary for optimum health.

Vitamin D research is an emerging area of interest for scientists. According to Source Naturals National Science Educator Guy Devin, PhD, “While vitamin D’s main function is to maintain normal levels of calcium and phosphorus in the blood, it also increases muscle strength in older adults and plays an active role in healthy immune function.”

It is estimated that more than 25 million adults in the United States may be at risk for developing weakened bones as they age. Normal storage levels of vitamin D in the body help keep bones strong, which is especially helpful for the elderly.

Devin also says, “Additional studies suggest that vitamin D may aid in neurological health, joint comfort and function, as well as support blood sugar levels that are within the normal range.”

Source Naturals has identified twelve deep SystemiCare™ metabolic systems which are important to your health. Vitamin D has been shown by science to support seven of these: Cells/DNA, Inflammation Response, Metabolism/Hormones, Cognition/Nerves, Immunity, Structure/Connective Tissue, and Sugar Regulation.

Suggested retail for Vitamin D-3 Liquid is \$6.50 for 1 oz., \$9.98 for 2 oz, and \$18.50 for 4 oz. Vitamin D-3 2,000 IU softgels are \$8.25 for 100 count and \$14.98 for 200 count. Vitamin D-3 5,000 IU capsules are \$8.98 for 60 count, \$15.98 for 120 count, and \$28.98 for 240 count. To learn more about Source Naturals and Vitamin D-3, as well as to find purchase locations, visit [www.SourceNaturals.com](http://www.SourceNaturals.com).

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#### **About Source Naturals**

Founded in 1978, Source Naturals is committed to enhancing individuals’ potential to enjoy optimal health and well-being by providing superior quality dietary supplements and nutritional education. For more information or purchase locations, please visit [www.SourceNaturals.com](http://www.SourceNaturals.com).