

For Immediate Release

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Viva Labs, Inc. Announces the Debut of a Powerful New Fish Oil Product: Omega Select™

Viva Labs, Inc, an international leader in the development and creation of nutraceutical products, is excited to introduce Omega Select™. Omega Select™ has been formulated as a superior fish oil with a 90% concentrate of Omega-3's. Omega Select™ has been officially launched through www.fishoil.com.

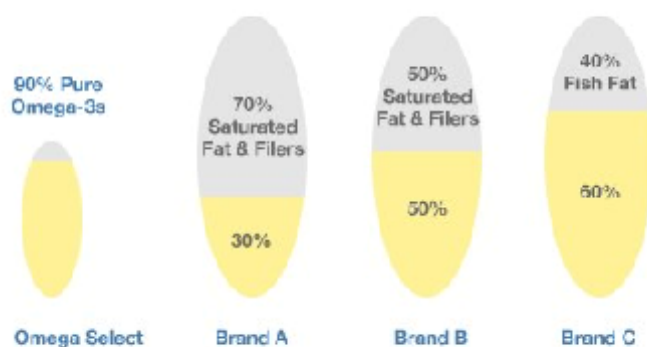
For a limited time, industry professionals can contact Viva Labs, Inc. at pr@fishoil.com for a free full one month supply, to experience the incredible effect Omega Select™ has on overall health and wellness. A free, seven day trial offer is also being offered through our website at www.fishoil.com to consumers interested in Omega-3 supplements as healthy lifestyle additions.

Fish oil has been receiving a lot of attention within the medical and homeopathic communities as of late due to its numerous health benefits in promoting: heart health, circulation, immune function, mental clarity, joint ease, and cholesterol balance. Over 14,000 studies have been done on the effects of fish oil and Omega-3's on the human body, and new studies are being published on a regular basis.

As news on the incredible effects of Omega-3's have spread, fish oil products have become a staple supplement for Americans looking to take positive steps towards improving their quality of life.

The difficulty with supplements containing Omega-3's, is that many manufacturers use a high heat extraction process called 'molecular distillation'. When Omega-3's are exposed to excessively high temperatures, molecular damage may occur. Molecular distillation can reach temperatures up to 200°C, which may cause damage to sensitive Omega-3 molecules. Most store brand Omega-3 products only have a 20%-30% concentration of Omega-3's within a soft gel capsule.

After extensive research alongside a team of scientists and researchers, Viva Labs, Inc. began to utilize a patented Supercritical CO2 extraction technology. This extraction process doesn't expose Omega-3's to temperatures over 60°C, which in turn preserves the fish oil components, ensuring that each Omega Select™ capsule has a 90% concentration of Omega-3's. Each 2 soft gel capsule serving of Omega Select™ provides 900 mg's of Omega-3's.



In 1 tiny soft gel capsule, you're getting the same amount of Omega-3's found in 3 giant soft gel capsules.

Dr. Keith Scott-Mumby, a renowned researcher in alternative and holistic medicine has stated:

"When an important medical discovery comes along that empowers my patients to take more control of their personal health, it's my duty to bring them the news right away."

"I'm talking about a scientific breakthrough in the way fish oil is processed and the way Omega-3 supplements are produced. This is especially important because Omega-3's are a vital and essential nutrient your cells simply cannot live without. "

"And now, thanks to Omega Select™ and a remarkable new extraction process that eliminates accumulations of marine environmental toxins, you can get the super-concentrated and purified dosage of Omega-3 fatty acids your body needs for the optimal health of your heart, joints, brain, eyes, lungs and entire body."

Keith Scott-Mumby, M.D

At Viva Labs, Inc, we cannot express how excited we are to introduce Omega Select™ as a superior product with a high concentrate of Omega-3's. The incredible impact Omega Select™ will certainly leave a lasting impression. We are pleased to be able to provide a seven day, free trial of Omega Select™ to the consumer through www.fishoil.com so that everyone can see the positive effects for themselves.*

About Viva Labs, Inc.: Viva Labs, Inc is dedicated to promoting holistic health. By creating premium vitamin and nutraceutical supplements, we aim to improve quality of life. We work alongside a team of leading scientists and researchers, our products are formulated using the finest ingredients, while adhering to the highest standards of purity and quality. We exceed every safety standard to guarantee that our customers are getting the healthiest supplement on the market. Viva Labs, Inc. surpasses the strict GMP (Good Manufacturing Practices) standards and all products are manufactured at FDA approved facilities.



*This free trial is offered for a seven day period, beginning March 5th, 2012. Supply is limited.

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