



NEWS RELEASE

FOR IMMEDIATE RELEASE

Shari Hindman/Integral Marketing

303.499.9665

shari.hindman@integralmarketing.biz

Vitalah® Announces Canadian Launch for Oxylent®

Santa Cruz County, CA (May 13, 2014) — Vitalah announces that Oxylent is now available in Canada due to popular demand. According to Lisa Lent, CEO and Founder of Vitalah, “After tremendous success in the US and excitement from Canadian stores wanting to sell Oxylent, Vitalah premiered its product line during CHFA last month.” The following skus are now available for order in Canada with the required English and French labeling:

- Oxylent adult formula Sparkling Blackberry Pomegranate in 7 and 30 count boxes – NPN 80043692
- Oxylent adult formula Sparkling Mandarin in 7 and 30 count boxes – NPN 80043692
- Oxylent adult formula Sparkling Berries in 7 and 30 count boxes – NPN 80043692
- Oxylent adult formula Variety Pack in 30 count box – NPN 80043692

Oxylent will be represented by distributor EcoTrend Ecologics, a Natural Health Products distributor based in Vancouver with a reputation for providing premium quality products to the Canadian health food store channel. For more information, see www.ecotrend.ca or call 800.665.7065.

“I was delighted to see how buyers responded to Oxylent during the show in Vancouver. They were thrilled to learn that it is a 5-in-1 daily multivitamin drink, that includes vitamins, minerals, electrolytes, amino acids, and antioxidants – a perfect and delicious solution for those who are tired of swallowing pills and want the improved absorption that comes with an effervescent drink!” adds Lisa. “Quality reigns here as they appreciated the unique ingredients in Oxylent such as SOD and Albion Minerals and they also appreciated what we choose to leave out – sugar, artificial ingredients and GMOs.”

Award-winning Oxylent delivers vitamins, minerals, antioxidants, amino acids and electrolytes without the use of sugar, GMOs, gluten, artificial additives, preservatives, dairy, soy, caffeine, binders, or anti-caking agents. The product is sweetened with natural stevia, a plant-based sweetener that provides the sweetness of sugar without the calories or increase in blood sugar levels.

Vitalah was founded by Lisa Lent as an “invitation to health” born from her passion to create a healthy travel experience and the ultimate supplement for everyday life. Her product, Oxylent, is an effervescent multivitamin containing a unique blend of high-quality vitamins and essential nutrients that create a synergistic environment, enabling the body to function at peak levels. Oxylent is available at health food stores nationwide and online. Purchasing Oxylent supports Vitamin Angels®—a global non-profit organization that provides under-nourished children with nutritional supplements. Visit www.oxylent.com, or call 877.OXYLENT (877.699.5368). Find Oxylent on Facebook at www.facebook.com/oxylent and on Twitter at @oxylent.

###

DRINK OXYLENT BREATHE LIFE™

