

**News Release**

**FOR IMMEDIATE RELEASE**

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## **Nordic Naturals Introduces Two New Gummies for Kids: Probiotic Gummies KIDS and Vitamin D3 Gummies KIDS**

Watsonville, CA (March 24, 2016) Nordic Naturals is pleased to announce two new additions to their innovative line of children's products: Probiotic Gummies KIDS and Vitamin D3 Gummies KIDS. The two formulas provide parents with a safe, fun, and effective way to provide their children with nutrients essential to health in a delivery system that is sure to please.

- **Probiotic Gummies KIDS:** Digestive health is critical to both childhood development and quality of life throughout adulthood. With 1.5 billion live cultures, Probiotic Gummies KIDS combines prebiotic fiber with *Bacillus coagulans*, a potent probiotic that survives and thrives in the digestive tract. This comprehensive formula helps to rebalance intestinal flora and support digestive health in children two years and older. In yummy merry berry punch flavor, Probiotic Gummies KIDS requires no refrigeration and is perfect for travel. Busy, on-the-go families can enjoy it anytime, anywhere.
- **Vitamin D3 Gummies KIDS:** Vitamin D3 is critically important to healthy childhood development, and also provides a foundation for health in adulthood. Vitamin D3 Gummies KIDS supports immune and nervous system health, mineral absorption, muscle function, and healthy bones. Each delicious, wild watermelon splash flavored gummy provides 400 I.U. of vitamin D3—100% of the daily value of natural vitamin D3 (cholecalciferol) for children four years and older.

Like all Nordic Naturals kids gummies, both products are non-GMO and free of gluten, milk derivatives, and soy. In addition, they contain no artificial colors, flavors, sweeteners, or preservatives. Probiotic Gummies KIDS and Vitamin D3 Gummies KIDS are a potent complement to any Nordic Naturals omega-3 product for children.

"Vitamin D and probiotics are two essential nutrients for healthy childhood development," notes Dr. Aimée Shunney, a member of the Nordic Naturals Advisory Board. "Because of limited sun exposure and liberal use of sunscreen, children can benefit from supplementing with natural Vitamin D3. And since children are frequently treated with antibiotics, not to mention compelling research that shows intestinal health is integral to overall health, ensuring adequate 'good bacteria' is a way to support digestive health during the formative years of dramatic growth and change."

Nordic Naturals has been revolutionizing omega-3s since 1995, pioneering a new definition of fish oil as it relates to purity, freshness, taste, and dosage. Based in Watsonville, CA, the company also offers complementary, foundational nutrients essential to health. Their portfolio, which is distributed to over 35 countries, includes more than 200 products in a variety of flavors and formulations for adults, kids, athletes, and pets. Family owned, Nordic Naturals works passionately to see generations of healthier, happier people around the world. Further information is available at [nordicnaturals.com](http://nordicnaturals.com).

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