

ESSENTIAL FORMULAS



Dr. Ohhira's Probiotics

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Essential Formulas Supports Industry Education with Sponsorship of Timely *eBriefing* on The New York Academy of Sciences' Website

DALLAS-Essential Formulas Incorporated, distributor of Dr. Ohhira's Probiotics® is now sponsoring the open access multimedia report detailing the recent conference, **Probiotic Foods and Supplements: The Science and regulations of Labeling**, presented by the U.S. Food and Drug Administration, U.S. Office of Dietary Supplements at the National Institutes of Health, and the New York Academy of Sciences.

The *eBriefing*, available on the Academy's website, www.nyas.org/probioticslabels-eB, presents a written overview of the conference, as well as the audio and slide presentations from 7 of the conference speakers and audio of the 2 panel discussions. These eBriefings allow worldwide audiences opportunity to stay informed about the new research discussed at meetings. They feature multimedia presentations of speakers' slides and audio, meeting summaries, and links to related resources.

The conference held in June 2010 brought together manufacturers of probiotics products, regulatory officials, microbiologists, and others with an interest in probiotics labeling. Representatives of regulatory agencies, including the U.S. Food and Drug Administration (FDA) and the Federal Trade Commission, laid out current agency guidance and discussed the precedents set by similar products in developing standards for probiotics labeling and advertising.

William Schoor, executive vice president of Essential Formulas, attended the conference and found the presentation extremely informative. "The rapid growth of the probiotic industry has made it imperative to stay well-informed on the government's regulatory process. Sponsoring this eBriefing allows the entire industry unlimited access to this crucial information."

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The conference also addressed recent scientific advances that identify and characterize the microorganisms present in probiotic foods and supplements. These measures will provide

assurance to consumers and regulatory officials alike that probiotic products contain the organisms that are described on their labels.

“We are pleased to acknowledge Essential Formulas’ generous support of this eBriefing that has allowed The New York Academy of Sciences to make the proceedings of this conference available to the global scientific community,” said Brooke Grindlinger, PhD, director of life sciences at the Academy.

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***About Essential Formulas** - Dallas-based Essential Formulas Incorporated (EFI) was established in 2000 as the sole U.S. distributor of Dr. Ohhira’s dietary supplements and skin care products, including award-winning **Dr. Ohhira’s Probiotics**®. A family-owned and operated business, EFI pledges to provide the highest quality natural supplements and skin care available while offering exceptional customer care and education in the use and efficacy of their products. Dr. Ohhira’s dietary supplements are available at Vitamin Shoppe, Whole Foods Markets and other fine health food stores across the country. For more information, visit: www.essentialformulas.com, or call 972.255.3918.*

***About The New York Academy of Science** - The New York Academy of Sciences is an independent, not-for-profit organization committed to advancing science, technology, and society worldwide since 1817. With 25,000 members in 140 countries, the Academy is creating a global community of science for the benefit of humanity. The Academy’s core mission is to advance scientific knowledge, positively impact the major global challenges of society with science-based solutions, and increase the number of scientifically informed individuals in society at large. Please visit us online at www.nyas.org.*