

**FOR IMMEDIATE RELEASE**

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## **Vectomega® Whole Food Omega-3 Complex Nominated Best New Finished Product**

**GREEN BAY, January 15, 2010**—Each year, leaders in the health and nutrition industry gather at the Nutracon conference and SupplyExpo in Anaheim, California, to recognize and award the top new products at the forefront of ingredient and technology innovation. For 2010, New Hope Natural Media has announced Vectomega® by EuroPharma® as one of three finalists for the inaugural NutrAward for Best New Finished Product containing a functional ingredient.

“Each year, thousands of new products are introduced to the natural products marketplace, and it is indeed an honor for Vectomega to be recognized as one of the three best in the industry,” said Terry Lemerond, founder and president of EuroPharma, Inc.

“Vectomega represents the first major advance in omega 3 science in the last 30 years. The unique processes used to create this product achieve an unprecedented level of EPA and DHA absorption. Only one to two tablets is required per day for therapeutic effect,” he explained.

According to Lemerond, omega 3 fatty acids in Vectomega show intracellular absorption rates up to **50 times greater than fish oils**. In a clinical study of 40 healthy subjects who took two Vectomega tablets daily, after 60 days they experienced a 16 percent decrease in triglycerides, a 10 percent decrease in total cholesterol, and a 13 percent increase in HDL levels. In fish oil studies, **4 grams or more** of fish oil daily were required to achieve similar results.

Vectomega is produced using sustainable methods.

The NutrAward winner is selected on the basis of:

- Scientific Merit
- Efficacy
- Market Potential
- Safety
- Innovation
- Ability to Increase Market Credibility

NutrAward winners will be announced at Supply Expo, March 12-14 in Anaheim. Voting begins the week of January 25, 2010 and is open to registered show participants. Vote at [www.nutraward.com](http://www.nutraward.com).

For information on Vectomega, see: <http://www.vectomega.com/>

For information on Nutracon, see:  
<http://www.nutraconference.com/nutracon2010/public/enter.aspx>

For information on SupplyExpo, see:  
<http://www.supplyexpo.com/supplyexpo10/Public/Content.aspx?ID=1007999>

EuroPharma offers clinically proven and effective nutritional supplements and natural remedies that improve the health of America. Throughout his 40-year career, President and Founder Terry Lemerond has created more than 300 high-quality formulations, all backed by scientific validation. Many are unique, proprietary and, in some cases, patented. Lemerond was the first to introduce glucosamine sulfate, IP-6, black cohosh for menopause, and the concept of botanical standardization to the U.S. health food market. At EuroPharma, *Our Passion is Your Health™*. For more information on EuroPharma and its entire product line, visit [www.EuroPharmaUSA.com](http://www.EuroPharmaUSA.com).