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## **GARDEN OF LIFE SHAKES UP FISH OIL CATEGORY WITH LAUNCH OF OCEANS 3™ OMEGA-3 SUPPLEMENTS**

WEST PALM BEACH, FL – Garden of Life, Inc., ([www.gardenoflife.com](http://www.gardenoflife.com)) has launched an innovative line of Oceans 3™ omega-3 dietary supplements with a synergistic complex from the ocean called OmegaXanthin™. Offering numerous health benefits, the company says the proprietary OmegaXanthin™ blend of high potency DHA and EPA fish oils, astaxanthin, and fucoxanthin is a combination that was not previously found in other fish oils on the market.

The five Oceans 3 products ([www.Oceans3.com](http://www.Oceans3.com)) include Beyond Omega-3™ Cod Liver Oil, Beyond Omega-3™, Better Brain, Healthy Hormones™ and Oceans Kids™ DHA Chewables™. All of the formulas exceed industry standards for purity through proprietary technology, resulting in ultra pure fish oil with a fresh taste, no fishy repeat and no lingering aftertaste.

“We simply would not enter the crowded fish oil market if we did not have something truly unique,” said Garden of Life President Brian Ray. “The three ocean-based ingredients in OmegaXanthin™ complement each other. Since astaxanthin and fucoxanthin are fat-soluble carotenoids, they are better absorbed by the body when combined with a fat source such as the omega-3 fish oil. In addition, the omega-3 fish oils are preserved by the powerful antioxidant protection of astaxanthin and fucoxanthin.”

Some of OmegaXanthin's™ amplified benefits include: support of cardiovascular health, help to maintain a healthy immune system, support for anti-aging through antioxidant cellular protection, maintenance of eye health and normal vision, help to protect and maintain healthy skin, and support of joint health and flexibility.†

Other ingredients in the Oceans 3 line include Vinpocetine, Bacopa, and Phosphatidylserine in the Better Brain formula and Ashwagandha, Amla berry, and Lifenol® wild hops extract in the Healthy Hormones™ formula. The ingredients in Oceans 3 products were meticulously selected based upon research from human clinical studies.

Garden of Life is no stranger to success with launching ocean-based products. Its non-stimulant, natural fat burner fucoTHIN® is the number one seller in the

natural products industry, according to the latest SPINSscan reports\* as of January 24, 2009 and has almost exclusively held this number one spot since it was launched in 2007.

The company's founder, Jordan Rubin, said that he was encouraged by the interest that retailers and consumers have expressed in Oceans 3.

"We just returned from one of the best trade shows we've ever had at Expo West in California," said Rubin. "In terms of purity, taste, value, and sheer innovation, we heard over and over that Oceans 3 will set a new industry standard."

With suggested retail prices starting at \$29.95 for a 30 day supply, Oceans 3 omega-3 supplements can be purchased at national chains such as The Vitamin Shoppe and at independent health food store retailers. In addition, Garden of Life will donate a portion of the proceeds from every bottle sold of Beyond Omega-3 and Healthy Hormones to WomenHeart ([www.womenheart.org](http://www.womenheart.org)), an organization that champions prevention and early detection of women's heart disease. For every Oceans Kids bottle sold, a donation will be made to Vitamin Angels ([www.VitaminAngels.com](http://www.VitaminAngels.com)) while the National Parkinson Foundation ([www.parkinson.org](http://www.parkinson.org)) will benefit from a portion of Better Brain sales.

For more information on Garden of Life, its products and its initiatives, contact Rhonda Price at (561) 371-9407.

† These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.

\* According to SPINSscan Natural, 52 weeks ending 12/27/08