

The International Fish Oil Standards™ (IFOS™) Program launches new website

FOR IMMEDIATE RELEASE

Guelph, Ontario, Canada (May 28, 2014) Nutrasource Diagnostics Inc. (NDI) is pleased to announce that its globally recognized third party fish oil testing and certification program, the International Fish Oil Standards™ (IFOS™) Program, has launched a new website to better serve both its clients and the end consumer.

The website, which was released on May 9th, better showcases IFOS™ certified brands and provides end consumers with the tools they need to make informed choices regarding fish oil supplements. The new website offers a more user-friendly navigation platform, up-to-date educational resources and responsive, mobile-friendly design.

“We’ve seen a sizeable shift in the way consumers are accessing information, particularly IFOS™ Consumer Reports. As a result, our online presence has changed in order to better provide consumers with the information they need to access pure, stable, quality fish oil products,” says William Rowe, President and CEO of NDI and founder of the IFOS™ Program. “We now cater to supplement users who are looking for immediate information while comparing fish oil products. We’re excited to be able to showcase IFOS™ certified brands on a platform that puts user experience first.”

IFOS™ has come a long way since 2004 and continues to upgrade its service platform to meet the needs of both consumers and the fish oil industry. Just this year, in addition to its listings of finished products, the IFOS™ Program expanded its service offerings to include raw material suppliers. This notable expansion will further aid the fish oil industry in showcasing premium product in a more transparent way than ever before.

To learn more about the IFOS Program, please visit www.ifosprogram.com.

About Nutrasource Diagnostics Inc. (NDI):

NDI is a full service contract research organization offering regulatory consulting, clinical trials and product testing for the food and dietary supplement industries. NDI is the exclusive provider of the IFOS™ Program. NDI also offers a testing and certification program for krill oils (the International Krill Oil Standards™ [IKOS™] Program). For more information about NDI, please visit www.nutrasource.ca.

About the IFOS™ Program:

The International Fish Oil Standards™ (IFOS™) Program is the only voluntary third party testing and certification program for fish oils. IFOS™ sets the gold standard in the industry for fish oil safety, purity and quality by evaluating omega-3 content, contaminants and stability. For more information about IFOS™, please visit www.ifosprogram.com.

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