

## **PRESS RELEASE**

### **Vitamin D Makes the “A”- List**

*In Response to Latest Research, Natures Bounty Brand Develops High Potency Vitamin D-1000 IU*

**Bohemia, NY – February 14, 2006** – Vitamin D, long heralded for its role in aiding bone health, now takes center stage for its ability to help maintain healthy cellular function.\* New respect for this essential vitamin comes out of a recent research review of 63 studies, showing that Vitamin D is associated with healthy cells, including cells of the breast, prostate and colon.<sup>1</sup> In fact, a daily dose of 1000 IU is reported to possibly aid in healthy cell development.

Although we can obtain vitamin D from our diet through foods such as fortified milk, fish liver oil and fatty saltwater fish, a significant portion of our vitamin D can also be synthesized in the skin upon exposure to sunlight. Get sunlight and fulfill your vitamin D needs, right? Not so fast. Seasonal variations, cloud cover, smog and sunscreen can reduce your UV exposure to levels insufficient to adequately synthesize vitamin D. The challenge of maintaining healthy levels of vitamin D is more easily achieved through dietary supplements, such as Nature’s Bounty Vitamin D 1000 IU supplement.\*

Vitamin D is also essential for calcium absorption.\* In 2004, The U.S. Surgeon General reported that millions of Americans are calcium deficient, which can affect bone health.<sup>2</sup> In fact, it was also reported that approximately 10 million Americans over the age of 50 (eighty percent of these being women) suffer from osteoporosis and another 34 million are estimated to have low bone density, which puts them at risk for developing this debilitating bone disease. Osteoporosis is the cause of more than 1.5 million fractures per year – often resulting in decreased mobility and reduced quality of life.<sup>3</sup>

Vitamin D absorption decreases as we age, therefore older individuals may especially benefit from supplementation. Taken once a day, Nature’s Bounty High-Potency Vitamin D 1000 IU provides 250% of the daily value of vitamin D in each coated tablet. The product is sold at leading grocery retail chains and drugstores. Call 1-800-433-2990 or visit [www.naturesbounty.com](http://www.naturesbounty.com) to find a store closest to you.

###

#### **About the Manufacturer**

Vitamin D 1000 is carefully manufactured by Nature’s Bounty – a division of NBTY, Inc. NBTY is a leading U.S. manufacturer of a broad line of high quality vitamins, minerals and herbal supplements. A reliable and highly regarded supplier, NBTY was named Manufacturer of the Year by *Nutritional Outlook Magazine* in 1999 and 2003. In April 2005, Shuster Laboratories (an independent consumer products testing firm) certified NBTY at the highest possible level in their Retail Certification Program.

---

<sup>1</sup>Garland, C. et al. AJPH. 2006. 96(2). 9-18.

<sup>2</sup> The 2004 Surgeon General’s Report on Bone Health and Osteoporosis: What it Means to You. U.S. Department of Health and Human Services, Office of the Surgeon General, Rockville, MD. 2004.

<sup>3</sup> National Osteoporosis Foundation

**\* These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.**