



## **EMBRIA HEALTH SCIENCES' EPICOR FIRST IMMUNE HEALTH INGREDIENT TO RECEIVE SUPPLYSIDE WEST SCIENTIFIC EXCELLENCE AWARD**

ANKENY, Iowa and LAS VEGAS (September 20, 2010) — Embria® Health Sciences' immune health ingredient EpiCor has won the SupplySide West 2010 Scientific Excellence Award, the company announced today. Embria will be presented with the award at the SupplySide West trade show in Las Vegas on Friday, October 22 at 2 p.m. at the Virgo Publishing booth #22061.

Ingredients were judged on the following criteria: science/research methods, scientific breakthrough, innovation, and appeal for the manufacturing community. This is the first time in the Award's history that an immune health ingredient has received top honors.

"This award is significant not only in that it honors EpiCor's impressive library of human clinical research, but also that it sets a new scientific precedent for the immunity category as a whole," said Stuart Reeves, Ph.D, Embria's director of research and development. "It is our hope that with EpiCor's receipt of this award, manufacturers will start demanding scientific efficacy from suppliers' immune ingredients, and that the industry will realize that research-backed immune health products can be developed and thrive in the marketplace."

In 2010, the *Journal of Alternative and Complementary Medicine* published the results of a clinical study that concluded EpiCor significantly reduced cold- and flu-like symptoms in non-vaccinated individuals. This followed a clinical study published in *Urologic Nursing* that showed EpiCor helped to reduce both the incidence and duration of cold and flu symptoms in subjects who had been vaccinated. Also within the last year, *Advances in Therapy* published the results of a 12-week randomized, double blind, placebo-controlled study that found EpiCor significantly reduced the severity of allergy symptoms.

"The positive findings of both the cold and flu studies, as well as the allergy study, supports EpiCor's ability to offer year-round immune support," added Larry Robinson, Ph.D., vice president of scientific affairs, Embria Health Sciences. "It's an honor to be recognized not only for the depth of our science, but also for its scope."

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