

**For Immediate Release**

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## **SourceOne® and Health World Reach Exclusive Distribution Agreement For Cholestrinol™**

**Patented and clinically proven natural Citrus PMF-source® and TocoSource®  
palm tocotrienol formulation provides multiple heart-health benefits.**

**CHICAGO, IL** – SourceOne® Global Partners LLC. (“SourceOne”), a leading provider of health and wellness solutions created through scientific research and innovative product development, has announced it has reached an exclusive long-term agreement with Health World Limited in Australia and New Zealand. This agreement awards Health World the rights to SourceOne’s patented Cholestrinol™ formulation for Health World’s popular Metagenics® brand in the health care professional channel, as well as its best-selling Ethical Nutrients® brand in the pharmacy and retail health food sectors.

Health World Limited is Australia's and New Zealand's leading natural health science company recognized as the premier innovator in natural health products and healthcare professional education. The company has already launched Ethical Nutrients Cholestrienol and Metagenics CholCare, solidifying its reputation as a market leader in delivering cutting-edge advanced technologies as a manufacturer and marketer of effective dietary supplements in the nations it serves.

These launches come at a critical time of global health awareness and advances in preventative cardiovascular care. Heart health is a worldwide concern with tens of millions of people managing heart health issues such as unhealthy cholesterol and triglyceride levels as well as unhealthy inflammatory response, all of which may lead to adverse cardiovascular events, including fatality. Health World's new product launches will be backed by a creative and aggressive consumer advertising campaign and practitioner education program.

"Health World will focus on building awareness and usage by educating consumers about the many benefits of this clinically proven formula through television advertising," notes Graeme Joiner, Director of Sales & Marketing. The manufacturer will launch a highly anticipated TV campaign designed to reach the broad consumer market.

Paul Mannion, Technical Director of Health World, says, "The timing is perfect for our product launches with SourceOne and our new TV advertising campaign. SourceOne shares our commitment and vision for the future of advanced natural product formulations that may easily be incorporated into daily lives to achieve better health."

Jesse Lopez, CEO of SourceOne, adds, "This partnership is extremely strategic and timely. The increasingly competitive global marketplace necessitates collaborative efforts between suppliers and leading brand marketers. This new agreement successfully melds SourceOne and Health World in a shared mission to support heart health naturally with this patented and proven formulation."

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**About SourceOne™ Global Partners**

SourceOne Global Partners, headquartered in Chicago, IL, is a leading provider of health and wellness solutions, created through scientific research and innovative product development. The Company's focus is on clinically proven formulations, combined with technologically-advanced and patented delivery systems with applications in nutritional supplements, functional food and beverage, medical food, and personal care markets. The formulations are bundled in easily identifiable platforms that address condition-specific, consumer health concerns. Additional information about SourceOne Global Partners can be found at [source-1-global.com](http://source-1-global.com).

**About Health World**

Health World Limited is Australia's and New Zealand's leading Natural Health Science Company, dedicated to the mission of helping people live happier, healthier lives. Metagenics is the practitioner-only products division of Health World while Ethical Nutrients is the retail products division of Health World Limited. To Health World, being the industry leader is about being the leader in the eyes of the customers – a position that can only be earned through consistent efforts to provide effective, high quality products, exciting innovations to the industry and the best service, support and education in the field. To discover more, visit [healthworld.com.au](http://healthworld.com.au)