

For Immediate Release

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See us at SupplySide West, booth #25033

SourceOne Launches HD Video Marketing Campaign

HD videos give consumers and industry professionals detailed insight into innovative, science-backed ingredients, formulas and technologies.

Chicago, IL – In response to the growing consumer need and desire to learn about achieving health and wellness through natural products, SourceOne Global Partners has launched an innovative HD Video Marketing Campaign to provide compelling and timely information, conveniently. The campaign includes a series of short videos that give consumers and medical professionals in-depth information about health conditions, product attributes, and industry-leading innovations. The videos are available on the SourceOne website, www.source-1-global.com.

“The SourceOne HD Video Marketing Campaign will serve as a premier educator in the health and wellness industry,” described Jesse Lopez, CEO and Founder of SourceOne. “The goal is to interactively forge and strengthen a bond between potential partners, industry colleagues, and increasingly market savvy consumers doing their own due diligence.”

According to Lopez, the videos will focus on its innovative technology exchange via its global partners, which are at the heart of SourceOne’s distinctive corporate identity. “The synergies created by these partnerships are directly and immediately applicable to the new nutrition and health supplement products we are introducing and those we are developing,” he said. “The many benefits derived from these innovations and the technology exchange will resonate with our client partners and ultimately the consumer focused on health and wellness.”

One of the latest breakthroughs is the VESIsorb® Naturally Self-Assembling Colloidal Delivery System for improved absorption and enhanced bioavailability. The VESIsorb® HD video clearly demonstrates the difference between common bioactives versus bioactives that utilize the VESIsorb® technology. Recently, SourceOne announced the results of multiple studies that demonstrated as much as an increase of 696% in peak blood levels (cmax) and relative bioavailability (AUC_{0-24h}) was also increased as much as 622% compared to standard formulations in bioactives such as Omega-3, Coenzyme Q10 Ubiquinone and Ubiquinol, Polymethoxylated Flavonoids, and Resveratrol.

“It is imperative that consumers know what happens to a supplement when it is in their bodies,” stated Marc Weder, co-founder and CEO of Vesifact, Baar, Switzerland. “While many lipid-based supplements have poor absorption, VESIsorb® dramatically improves their absorption and efficacy, taking these same supplements to the next level. The science behind this technology is complex, but the videos break down the stages of the absorption pathway making it easy for the consumers to follow as well as cost-effectively choose the best natural solutions to address the most pressing health concerns, including heart health, glucose management, cognitive function, diet and energy, and general wellness.”

To view the videos and pick up your personal copy please visit SourceOne at SupplySide West, booth #25033.

About SourceOne™ Global Partners

SourceOne Global Partners, headquartered in Chicago, IL, is a leading supplier of innovative, science-based, branded ingredients and proprietary formulas to the nutritional supplement, functional food & beverage, cosmetic, and animal nutrition markets. SourceOne has assembled an impressive and enviable portfolio of complementary condition-specific ingredients that address the most pressing health concerns, including heart health, Type II diabetes, cognitive function, diet and energy, and general wellness.

SourceOne is recognized as a leader in delivering the best science nature has to offer through health solutions such as the award-winning Cholestrinol™ Family of Heart Healthy Formulas, OmegaChoice® Marine Concentrated Omega-3 EPA/DHA (EFAs), CoQsource® Bio-Enhanced Coenzyme Q10, and SterolSource® Phytosterols. The SourceOne product line continues to expand and also includes TocoSource® Palm Tocotrienols, GammaSource® Mixed Tocopherols, PMF-source™ Citrus Flavonoids (PMF), AlivEL100™ as well as Green Tea, Resveratrol, Chondroitin, and more.