

FOR IMMEDIATE RELEASE

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SourceOne Introduces Water-Soluble PMF–source™ Citrus Flavonoids For Functional Food & Beverage Applications

Patented VESIsorb® delivery system broadens functionality and applications of award-winning Cholesstrinol™ formulas for improved absorption and bioavailability

CHICAGO, IL - SourceOne Global Partners has announced the strategic launch of PMF-source™ Citrus Flavonoids alone, and in combination with other proprietary bio-actives, in a water-soluble and bio-enhanced form for the functional food and beverage markets. PMF-source™ Citrus Flavonoids - along with TocoSource® Palm Tocotrienols, CoQsource® Bio-Enhanced CoQ10, and OmegaChoice™ Concentrate Marine Omega-3 EPA/DHA (EFAs) - are key ingredients in the award-winning Cholesstrinol™ Family of Heart Healthy Formulas.

“The patented VESIsorb® technology enables us to meet the growing demand for enhanced bio-availability of unique science-based ingredients and proprietary formulas,” commented Jesse Lopez, CEO and Founder of SourceOne. “By taking their absorption and efficacy to the next level, the primary attribute sought by medical professionals and consumers alike, SourceOne has become the preeminent supplier of superior-quality heart healthy ingredients,” he added.

Dr. Andrew Halpner, Vice President of New Product Development and Technical Services for Douglas Laboratories, said, “The ability to offer bio-enhanced water-soluble ingredients such as citrus polymethoxylated flavones (PMFs), CoQ10, Omega-3 EPA/DHA, and palm tocotrienols, to the dietary supplement and functional food and beverage markets has set a new benchmark for the industry.”

Numerous studies of the Cholesstrinol™ Formulas made with the VESIsorb® delivery system to quantify the dramatic improvement in absorption and bioavailability are currently underway with alliance partner, Vesifact of Baar, Switzerland. The peer-reviewed journal, *Alternative Therapies in Health and Medicine*, recently published the results of a double-blind study comparing the bioavailability of patented CoQsource® Bio-Enhanced CoQ10 to that of three other “bio-enhanced” CoQ10 formulations. The study, entitled, “*Relative Bioavailability Comparison of Different Coenzyme Q10 Formulations with a Novel Delivery System*,” appears in the March/April, 2009 issue, Vol. 15, No. 2.

In this study, the relative bioavailability of a single oral dose of 120mg of CoQ10 was assessed using the area under curve (AUC_(0-10h)) where the value for CoQsource® reached 30.62 µg/ml/10h; a far superior 622% higher bioavailability than the oil-based formula and a 499% higher bioavailability than the solubilizate.

A pharmacokinetic study (single oral dose, crossover) in humans comparing OmegaChoice™ 90 Concentrated Omega-3 EPA to the same OmegaChoice™ 90 in the VESIsorb® delivery system demonstrated an increase of 567% in peak blood levels (c_{max}) of EPA. The relative bioavailability calculated using the area under the curve (AUC_{0-12h}) was also increased by 487%.

Lopez commented, “We see this CoQ10 and super concentrated Omega-3 H₂O-soluble and high bioavailability formulation as the ultimate heart-health product and the flagship in our Cholesstrinol™ family of award-winning formulas.”

Developed by Vesifact, VESIsorb® is protected worldwide by multiple U.S. and international granted and pending patents. Marc Weder, co-founder and CEO of Vesifact, commented, “These studies highlight the many advantages that this delivery system represents. We have been able to broaden the applications for certain bio-active ingredients like CoQ10, Omega-3, citrus PMF, and palm tocotrienols in functional foods, drink mixes and beverages. We have succeeded in this area by addressing issues such as water solubility, oxidative stability, shelf-life and uniformity of dispersion in the delivery medium.”

Weder added, “As it is widely accepted in the scientific and medical community that citrus PMFs are notoriously poorly absorbed in the body, our team of scientists viewed this new H₂O-soluble PMF as a particularly intriguing challenge. This new PMF utilizing the VESIsorb® delivery system is ready for market and for formulating with other science-based heart-healthy ingredients like Omega-3, CoQ10, palm tocotrienol, resveratrol and more.”

PMF-source™ is available worldwide exclusively from SourceOne in various potencies, solid dosage forms, drink mixes, stick packs, functional food products, beverages and more.

“Preserving heart health is a priority for millions of active Americans and we believe that they will immediately embrace a variety of foods and beverages that provide them with ingredients such as the Cholesstrinol™ family of ingredients and formulas that effectively promote cardiovascular function and wellness,” Lopez added.

Frost and Sullivan recently recognized the Cholesstrinol™ family of heart healthy formulas by awarding SourceOne with a BEST practice award for innovation in heart healthy supplements.

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 Cholesstrinol™ Family of Heart Healthy Formulas, OmegaChoice™ Concentrated Marine 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), Tongkat Ali-Source LJ100® as well as green tea, resveratrol, chondroitin, natural carotenoids, and more.